JUNE 4, 1956

35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

25TH year

KPRC-TV

HOUSTON

Most potent advertising force in the Houston market...

Most of the 435,000 television homes in the Houston-Gulf Coast market watch KPRC-TV most of the time, according to January ARB and all other surveys for the past seven years.

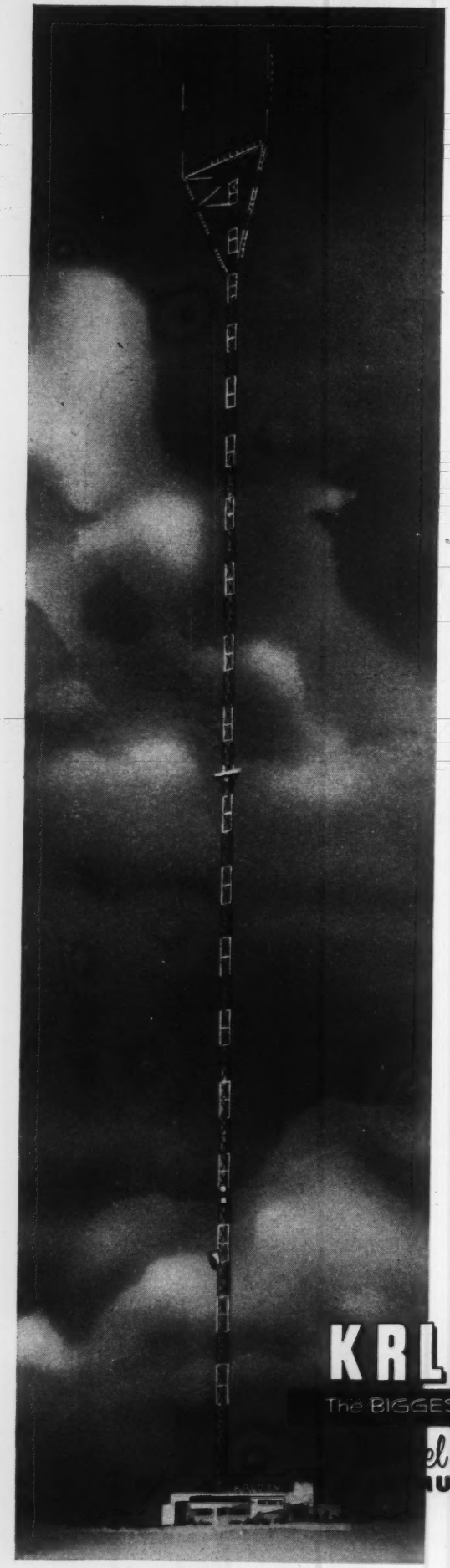
Jack Harris — *Vice President and General Manager*

Jack McGrew — *Assistant Manager and National Sales Manager*

Channel 2

Nationally Represented by Edward Petry & Co.

First in TV with over 700 man years of experience



NO
OTHER
TV STATION IN
TEXAS GIVES YOU AS
MUCH COVERAGE AS

KRLD-TV

. . . THE GREATEST SALES PRODUCER IN

"The Top O' Texas Market"

WHERE ANNUAL GENERAL MERCHANDISE
SALES TOTAL MORE THAN

$460,135,000*

The "Top O' Texas Market" consists of 42 rich, densely populated counties where more than 2,250,000 people view KRLD-TV's high rated CBS and local programs on more than 564,080 TV sets. KRLD-TV's Channel 4 signal is beamed from the top of Texas' Tallest Tower . . . 1685 feet above average terrain . . . with maximum power, providing *greater coverage, finer reception, larger audience!*

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

el 4, Dallas
UM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

*Source
Sales
Management
May, 1956

closed circuit.

EYE ON NETWORKS • Victor Kramer has been assigned by Attorney General Herbert Brownell to supervise Dept. of Justice study of possible antitrust aspects of network operations, spade-work on which has been going forward for several months in both New York and Hollywood. Mr. Kramer, with department since 1938, is familiar with communications-electronics-recording field. Inquiry is to determine whether there should be proceedings and it's emphasized that no conclusion has been reached.

B•T

EVEN THOUGH there appears to be clear majority for approval by FCC today (Monday) of compromise plan on tv allocations, final adoption may not come for week or longer. Plan (see lead story page 27) is certain to need language refinements, plus fact that Comr. E. M. Webster is to be absent (on west coast trip). Final adoption, it's predicted, will be by at least 5-2 and possibly 6-1 vote.

B•T

FRONT RUNNER • Steady trek of new accounts to McCann-Erickson in recent months, with Chesterfield as latest acquisition, pretty well establishes that agency as current favorite to win 1956 radio-tv billings sweepstakes. Out of approximately $200 million in total billings for 1956 [B•T, May 28], M-E's radio-tv volume is expected to account for around $90 million. This would represent 50% gain over its total for 1955, when $60 million in broadcast billings tied McCann-Erickson with BBDO for second place behind Young & Rubicam, which was out front with $72 million.

B•T

CBS' long-range personnel planning received jolt with announced retirement of James B. Conkling, 41-year-old president of Columbia Records and vice president and director of parent CBS Inc., for personal reasons. It isn't generally known, but Mr. Conkling was in line for top CBS executive post and, in some quarters, was regarded as possibly in line to succeed CBS Inc. President Dr. Frank Stanton upon latter's retirement. (Story page 84.)

B•T

NEW CHORE • Democratic National Committee Chairman Paul M. Butler this week is expected to announce appointment of J. Leonard Reinsch as assistant to the chairman in charge of 1956 convention affairs. Mr. Reinsch, executive director of Cox radio and television stations (WSB-AM-TV Atlanta; WHIO-AM-TV Dayton; WIOD Miami) has been serving on voluntary basis as tv-radio consultant to DNC and would continue to handle this assignment. He was tv consultant at 1952 convention and previously had served as radio advisor to President Truman and as radio director of Democratic National Committee under F. D. R.

JACKIE ROBINSON, Brooklyn Dodgers veteran and first Negro to play major league baseball, reportedly is looking for several stations in Negro markets, presumably as hedge against time his playing days will be over. Robinson, several years ago, was retained by NBC as consultant on community relations, but is no longer on its rolls.

B•T

SECOND BIGGEST • Sale of KFWB Hollywood by Harry Maizlish to Crowell-Collier for $2.3 million-plus (story page 73) constitutes second largest radio station sale in history. Biggest single radio station deal was in 1955—approximately $4.1 million for WNEW New York. Mr. Maizlish, upon FCC approval of transaction, is expected to become vice president of Crowell-Collier for seven-year period at approximately $35,000 per year. He personally will retain ownership of KFWB-FM (ch. 234).

B•T

FCC network study group this week goes into new phase of its investigation—station representatives. Edward R. Eadeh, industry specialist, has made appointments at number of top representation organizations to study operations. Group heretofore has called on all networks as well as selected advertising agencies, program syndicators and other entities.

B•T

OFF LIMITS • Defense Dept. is in line for new headache from low power television stations on military bases which use free kinescopes of U. S. commercial shows. Ch. 3 DZAQ-TV Manila, P. I., has filed protest with CBS-TV that it is losing sponsorship of network shows because local citizens can pick up ch. 8 Air Force "morale" station at nearby Clark Field and they already have spent 600,000 pesos with five local firms for antennas so they can get ch. 8. One sponsor reportedly cancelled top CBS-TV show because he saw on his Manila tv set it is getting free entry to market via Air Force outlet.

B•T

PLANS are in making at ABC Radio to move another step along path of news-and-music format. Network is thinking of so reprogramming its entire Sunday evening schedule (6-10 p.m.), starting July 1. Sunday period from 6 to 7:30 would be devoted to news and commentary shows; rest of that night's network hours to country music.

B•T

11th HOUR QUESTIONNAIRE • Networks last week were sent into another tailspin by 4½ page questionnaire from Senate Commerce Committee's tv investigating staff seeking complete rundown on all aspects of programming operations and syndication, including spot billing activity. Coming just week before scheduled appearance of network heads, complaint was that it would be impossible to prepare data requested. CBS President Frank Stanton, it's understood, notified committee that he and his staff were in process of preparing 150-page supplement to his testimony, scheduled for June 12, which would answer some of questions. Majority Counsel Kenneth Cox served notice that questions involved would be asked nevertheless and that where network presidents could not provide prompt answers, time would be allowed for preparation.

B•T

NEW QUESTIONNAIRE, latest of virtual snowstorm of interrogatories from various committees investigating television, was aimed primarily at program sources, cost and ownership. Actual breakdowns on number of programs produced by networks, agencies, syndicators or packagers, along with cost factors for entire year of 1955, were requested. Questionnaire also sought details on programs offered and rejected by networks. Networks were asked to particularize on rejection of programs in option time and on "must buy" requirements. Cost per thousand data on largest and smallest stations, along with complete listing of degrees of overlap among affiliate stations, also was sought.

B•T

GREEN LIGHT • Looks as if tv stations are going to get FCC okay to install and operate own intercity microwave relays to bring network programs to their viewers. Decision may be forthcoming this week or next. Subject of privately-owned tv intercity relays was part of rule-making proceeding some months ago, but final decision was laid in lap of three-man FCC committee to consider overall common carrier policy in conjunction with requests for such privately owned facilities by other, non-broadcast services. Committee comprised Comrs. Bartley, Doerfer and Mack.

B•T

TO MAINTAIN staff balance between radio and tv, NARTB contemplates appointing two staff writers in public relations end, one to specialize in each broadcast service. Appointees would be staff additions rather than replacements and would report to Joseph M. Sitrick.

B•T

SOUGHT-AFTER • Reports persist that retiring FCC Comr. E. M. Webster will get bid from executive branch to take on special assignments dealing with international telecommunications and allocations matters. One report has him slated to become telecommunications assistant to ODM Director Arthur S. Flemming, with Maj. Gen. Jerry V. Matejka, USA (Ret.), assigned to other consultative duties in swift-moving military government communications field.

New Hooper* – New High – New Orleans

Still Rocketing!

WTIX	**26.2%**
Station "A"	17.1%
Station "B"	8.3%
Station "C"	8.1%
Station "D"	7.8%
Station "E"	7.1%
Station "F"	6.5%
Station "G"	5.5%
Station "H"	5.1%
Station "I"	3.8%
Station "J"	3.7%

New Orleans' new radio leader is still *rocketing*. New Hooper* for New Orleans shows a new high in audience for WTIX:

29.0% morning — **24.1%** afternoon — **26.2%** all-day

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third or lower in NONE.** WTIX is demonstrating vigorous ability to attract listeners . . . to *keep* them attracted . . . and (here's where *you* come in) to *sell*. Get the New Orleans story from Adam Young, or WTIX General Manager, Fred Berthelson.

** Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., April-May, 1956.*

*** Hooper Continuing Measurement of Broadcast Audience, Jan.-March, 1956.*

the new WTIX
New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY
"The STORZ Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

COMING SOON: WQAM, Miami, Florida—Transfer subject to FCC approval.

at deadline

65 POWER TV STATIONS FORM ALLIANCE TO RESIST CURBS ON MAXIMUM COVERAGE

NEW tv organization, Assn. of Maximum Service Telecasters, was formed Friday in New Orleans with objective "to assist the appropriate government authorities and the industry in assuring the maximum television service for the people of the United States, and to follow the intent of Congress in the Communications Act of 1934 as amended." (See story page 27.)

Founding fathers of AMST were some 75 individuals representing about 65 stations, meeting in Roosevelt Hotel, New Orleans, at call of Harold Gross, WJIM-TV Lansing, Mich., following informal get-together of a group of vhf station operators at the NARTB convention in Chicago [B•T, April 23]. Robert D. Swezey, WDSU-TV New Orleans, was chairman of the New Orleans meeting.

At that time thought was membership in the group would be limited to vhf stations, but New Orleans meeting determined that membership in AMST shall be open to "any tv station in the country—uhf or vhf—rendering maximum service by operating at the maximum effective radiated power permitted for such station by the rules and regulations of the FCC."

It also is required that "each member must operate in the best interest of the people (urban and rural) in its total service area."

Maximum power stipulation for all practical purposes limits AMST membership at present to four uhf stations operating with an ERP of one million watts, maximum ower permitted by FCC rules. These are WILK-TV and WBRE-TV Wilkes-Barre, Pa.; KPTV (TV) Portland, Ore., and WJMR-TV New Orleans.

Pending incorporation of new organization, temporary officers were elected as follows: Jack Harris, KPRC-TV Houston, chairman; Charles Crutchfield, WBTV (TV) Charlotte, N. C., vice chairman; Mr. Gross, secretary-treasurer. Four directors also were elected, with two more to be added later: P. A. (Buddy) Sugg, WKY-TV Oklahoma City; Harold Hough, WBAP-TV Fort Worth, Tex.; Howard Lane, KOIN-TV Portland, Ore., and John H. De Witt, WSM-TV Nashville.

Dues were set at highest quarter-hour rate of member station, payable twice yearly, expected to produce between $35,000 and $45,000 for organizational expenses. Such AMST activities as projected nationwide engineering coverage study will be financed by special assessments. Howard T. Head, A. D. Ring & Assoc., addressed meeting on engineering problems.

AMST plans for opening office in Washington and appointment of legal, engineering and public relations counsel were left up to officers and directors, acting as executive committee. Group will meet June 21 in Washington to discuss these and other AMST matters.

Membership drive will be launched immediately, it was reported, with all present at New Orleans meeting to participate as members of organization-wide membership committee. Immediate prospects are 37 stations who expressed interest in meeting but were unable to attend.

Magnuson, FCC Differ On Policing Ad Abuses

LATEST exchange of correspondence between Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee and FCC on subject of radio-tv commercial abuses culminated Friday with Commission still holding to position that Communications Act's prohibition against censorship leaves FCC largely powerless to halt abuses and that job is mainly one for industry self-regulation.

Letters—which won't be made public until they are entered in committee record at next hearing session June 12—began when Sen. Magnuson wrote FCC asking what action Commission was taking to stop overcommercialism and fraudulent and "bait" advertising on radio-tv.

FCC's reply left some of questions unanswered, according to Kenneth A. Cox, committee's special radio-tv counsel, so Sen. Magnuson wrote another letter, asking specifically why Commission didn't issue "cease and desist" orders against offenders.

FCC's Friday reply indicated some "tightening up," Mr. Cox said, but agency still doesn't see need for much change. He said Commission gave "all kinds of reasons" for not issuing "cease and desist" orders—among them the ban on censorship, assurances from broadcast industry that it is "doing all it can" to regulate itself and fact FCC scrutinizes licensees' overall commercial practices at license renewal time. Mr. Cox Thursday had said: "They (FCC) keep playing down both their power and responsibilities."

He said Sen. Magnuson had asked FCC to cooperate in watching broadcasters while Federal Trade Commission watched radio-tv advertisers. Sen. Magnuson, as head of Senate Appropriations Subcommittee, helped restore $150,000 FTC funds cut by House with understanding FTC would increase radio-tv ad monitoring efforts. Bill passed Senate and now is in Senate-House conference.

GOP May Trim Convention To Hold Television Interest

INFLUENCE of tv on political plans was given added emphasis Friday with report that GOP is considering lopping one day from its four-day national convention. Proposed schedule cut, said to be guard against losing tv audience interest in "cut and dried" Eisenhower-Nixon nominations, was reported by political commentator Earl C. Behrens in *San Francisco Chronicle*.

GOP spokesman confirmed report but doubted tv considerations prompted move, saying object all along has been to "streamline" activities. He said proposed schedule-cut will be discussed when arrangements committee meets later this month. He said there is much opposition to proposal because San Francisco Cow Palace, scene of Aug. 20-24 convention, has four-day contract with GOP National Committee and hotels have been "guaranteed" four-day stay.

• BUSINESS BRIEFLY

LIPTON'S LAUNCHES • Lipton's, for ice tea, running annual radio-tv announcement campaign, using about 85 markets, with varied starting dates following the sun from south to north for four weeks in each area during June and July. Agency: Young & Rubicam, N. Y.

PAL PLANNING • American Safety Razor Co. (Pal blades), through BBDO, N. Y., planning radio spot announcement campaign in principal cities during July. Starting date and length of contract as well as number of markets still being worked out by agency.

NEW ENGLAND RADIO • Anna Myers (food products), Garfield, N. J., through Scheck Adv., Newark, planning radio campaign using women's participation shows in New England area starting June 19 for 26 weeks.

WEEKENDS FOR CHEERIOS • General Mills (Cheerios), through Dancer-Fitzgerald-Sample, N. Y., placing four-week radio spot announcement campaign in eight west coast cities, running Fridays, Saturdays and Sundays only. As many as 15 spots per day will be used in larger cities in that area.

WINE IN MARKET • E. & J. Gallo Winery, Modesto, Calif., looking for radio spot availabilities in New York metropolitan market for summer promotion of its Gallo wines. Agency: Doyle Dane Bernbach, N. Y.

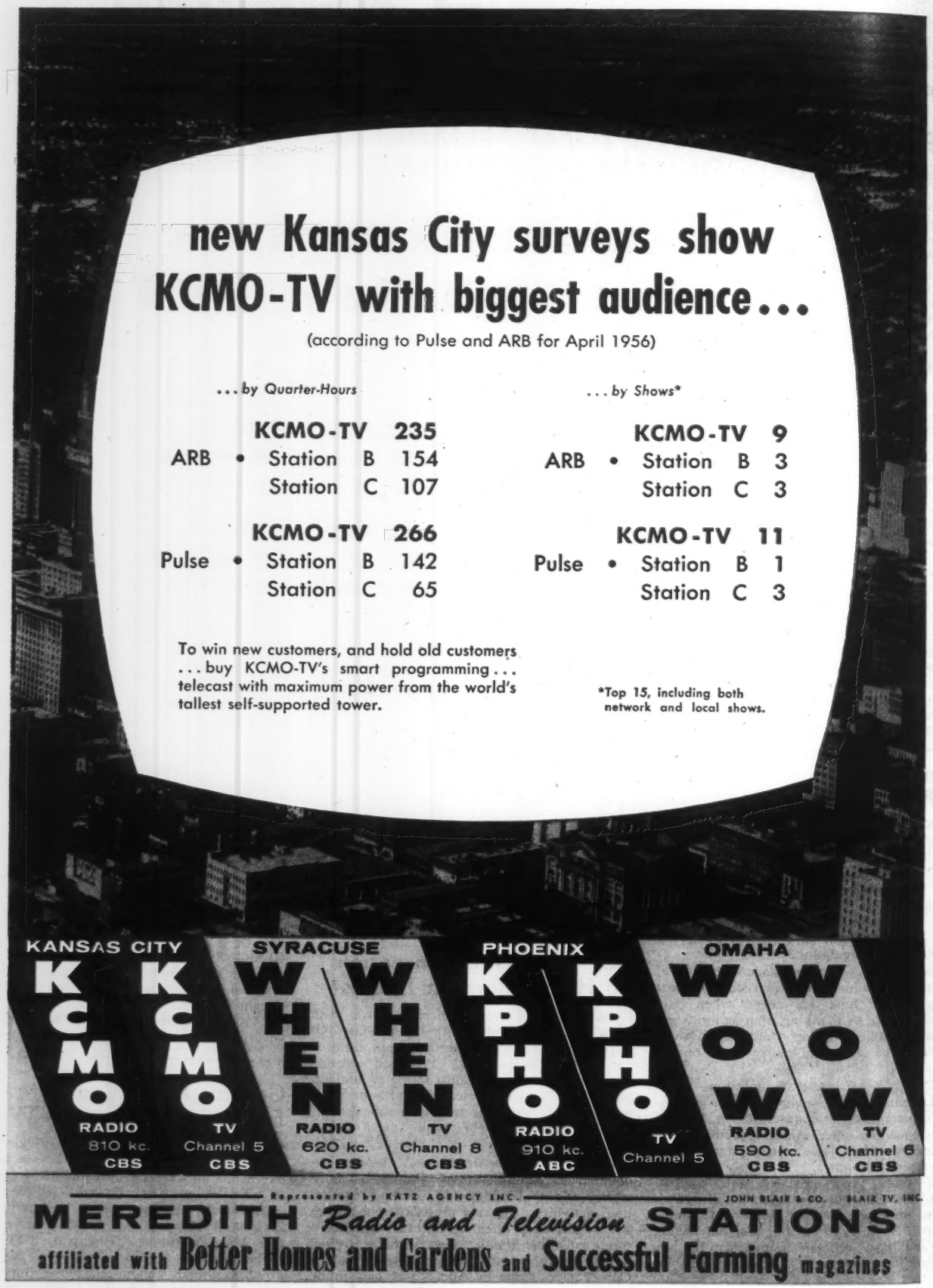
ARMSTRONG TO L&N • Armstrong Rubber Co., New Haven, Conn., expected to name Lennen & Newell, N. Y., as its advertising agency, effective immediately. Advertiser uses radio and tv spots and overall advertising budget is in neighborhood of $1 million. The Biow Co., N. Y., which dissolved, has been its agency for past few years.

BOND NAMES COMPTON • Bond Clothes, N. Y., Friday appointed Compton Adv., L. A., to handle west coast radio-tv advertising. Earlier, Bond named Joseph Katz Co., N. Y. and Baltimore, as eastern agency. Complete account formerly serviced by The Biow Co.

RESIGNS BON AMI • Norman, Craig & Kummel, N. Y., announced late Friday that it had resigned Bon Ami account. Firm recently was bought by United Dye & Chemical Co., N. Y. NC&K will continue to service Bon Ami until advertiser has chance to name new agency.

General Foods Completes Friday Lineup on CBS-TV

GENERAL FOODS Corp., White Plains, New York, Friday completed its fall lineup for Friday nights on CBS-TV by announcing purchase of official film's *Dick Powell-Zane Grey Theatre*, which will be placed back-to-back to Ziv's *West Point Story*. *Powell-Grey* replaces *Our Miss Brooks* at 8:30-9 p.m. EDT, latter to be dropped at end of summer, and *West Point*, as already announced, moves into 8-8:30 p.m. slot now occupied by *Mama*. Benton & Bowles is agency handling production for both programs.


new Kansas City surveys show
KCMO-TV with biggest audience...
(according to Pulse and ARB for April 1956)
... by Quarter-Hours
KCMO-TV 235
ARB • Station B 154
Station C 107
KCMO-TV 266
Pulse • Station B 142
Station C 65
... by Shows*
KCMO-TV 9
ARB • Station B 3
Station C 3
KCMO-TV 11
Pulse • Station B 1
Station C 3
To win new customers, and hold old customers ... buy KCMO-TV's smart programming ... telecast with maximum power from the world's tallest self-supported tower.
*Top 15, including both network and local shows.
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Wrigley Mulling Decision On Retaining Autry Tv Show

WILLIAM WRIGLEY JR. Co. (chewing gum), Chicago, is weighing decision whether to renew *Gene Autry Show* on CBS-TV before contract expires July 7. Major factor reported to be Wrigley's desire to retain limited network (program is carried on 11 outlets Sat., 7-7:30 p.m. EDT) against proposal that more stations be added. Henry L. Webster, Wrigley vice president-advertising, noted pointedly Friday that gum is small item and price hasn't risen in years. He said decision would be made shortly and indicated media realignment.

Cowboy dropped CBS Radio series early last month after more than 16 years on air [AT DEADLINE, May 14], and Wrigley retained time (Sun., 6:05-30 p.m. EDT) for new Pat Buttram series. Wrigley agency for radio-tv is Ruthrauff & Ryan, Chicago.

Two Promoted at RCA; Quarterly Dividend Declared

PROMOTION of two executives and quarterly dividend on RCA common stock announced Friday by Brig. Gen. David Sarnoff, chairman of board, RCA, after meeting of board. Theodore A. Smith, vice president-general manager, upped to executive vice president, defense electronic products, and Arthur L. Malcarney, general manager, to vice president-general manager, commercial electronic products. Number of Mr. Smith's tv and other patents have been assigned to RCA. He has been with firm since 1925 and supervised construction in 1928 of W2XBS New York, then RCA's pioneer tv outlet.

Board declared dividend of 25 cents per share on RCA common, payable July 23 to holders of record June 15, and dividend of 87½ cents per share on first preferred for July 1 to Sept. 30, payable next Oct. 1 to holders of record Sept. 10.

Uhf WAIM-TV Back on Air

WAIM-TV Anderson, S. C., ch. 40, which ceased operation shortly after ch. 7 WSPA-TV Spartanburg, S. C., began operating April 29 from Hogback Mt. site, told FCC Friday it had resumed operating May 29 because of public demand and "program availability." Station is owned by Wilton Hall.

WESH-TV on Test Patterns

WESH-TV Daytona Beach, Fla., began ch. 2 test patterns Friday, plans to begin commercial operation June 11. Ch. 2 outlet was bought by John H. Perry interests from W. Wright Esch for $5,000, plus loan of $150,000 last April [B•T, May 7]. FCC sale approval being contested by Theodore A. Granik and William A. Cook, who claim they have option to buy facility (see story on court ruling regarding sale of WMFJ Daytona Beach, page 68).

FORESIGHT

ALTHOUGH first separate Radio Week in eight years is just over, its sponsors already are planning next one. Radio Advertising Bureau wrote NARTB and RETMA last week urging 1957 date be set and made known soon as possible to give all hands maximum time to plan promotions. After series of telephone conferences, it appeared likely that next year's would be observed at almost same time as this year's, but would lead up to—rather than kick off on—Mother's Day. This would give manufacturers all of radio week to plug sets as Mother's Day gifts. That would make it May 5-11.

ABC-TV Sets Rate Formula For 'Omnibus' Sponsorship

NET COST to advertisers for sponsorship for 26 weeks of fourth of *Omnibus*, to be telecast on ABC-TV, Sundays, 9-10:30 p.m. NYT, beginning Oct. 7, has been set at approximately $43,298 after discounts, it was revealed Friday. ABC indicates it would continue program for an additional 13 weeks, making total of 39 weeks, if *Omnibus* has four advertisers for that period. If only three advertisers are available for these extra 13 weeks, network would continue with one-hour of *Omnibus* with each advertiser picking up third. Should program continue for 39 weeks with original four sponsors, network would allow them additional 5% discount on all 39 for total 15% in lieu of all other discounts and rebates.

Big Signal for WABD (TV)

WABD (TV) New York more than doubles its power when it starts operating today (Mon.) with new 25 kw transmitter, according to Ted Cott, vice president of DuMont Broadcasting Corp. and general manager of its owned-and-operated stations. New transmitter will enlarge station's coverage area by eight counties in four states, increasing tv home potential by 12%. Transmitter will increase ERP to 37.1 kw, maximum allowed by FCC.

Tax Men Padlock KEAR

PADLOCK has been put on door of Stephen A. Cisler's KEAR San Francisco by U. S. Treasury Dept. for non-payment of $19,000 in taxes. Station has ceased operation, KEAR said Friday. Mr. Cisler's KXKX (FM) there, under different corporation, continues on air.

WJHP Goes Independent

WJHP Jacksonville, Fla., becomes independent June 15, T. S. Gilchrist Jr., general manager of John H. Perry outlet, announced Friday. Five kw station (on 1320 kc) is affiliated with MBS. New non-network format will be sweet and classical music, Mr. Gilchrist reported. WJHP represented by Perry Assoc.

PEOPLE

BEVERLY ANN TURNER, timebuyer, McCann-Erickson, N. Y., moving to J. Walter Thompson Co., N. Y., in same capacity.

EDMOND WITALIS, Benton & Bowles, to vice president and art director, Dancer-Fitzgerald-Sample, N. Y.

FRANKLIN J. HENNESSY, assistant treasurer, Kenyon & Eckhardt, N. Y., Friday elected financial vice president. **ALFRED A. NORCOTT** named assistant treasurer and continues as assistant secretary of K & E.

WILLIAM CALLENDER, copy group head, William Esty Co., N. Y., elected vice president.

HARRIET PIRK and **ADRIAN BRYAN,** copywriters, Norman, Craig & Kummel, N. Y., appointed copy group supervisors.

ERNEST LEISER, former foreign correspondent and producer-editor CBS-TV's *The Sunday News,* named CBS News staff correspondent and assigned to Bonn, Germany, effective July 1. **RICHARD C. HOTTELET,** CBS News bureau chief in Bonn, returns to U. S. temporarily for assignment on coverage of presidential campaigns and election.

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., N. Y., named chairman of 1957 Brand Names Week, April 28, May 4.

Morrow Joins HH&McD

TIM MORROW, president, Tim Morrow Adv. Agency, Chicago, joins Henri, Hurst & McDonald, as vice president. He brings with him over dozen accounts, including Aluminum Specialty Co. and Peau Seche Cosmetics Div.

Sales on Climb at WJR

INCREASE of $269,113 in sales at WJR Detroit for first four months of 1956 over that period last year was announced to stockholders by President John F. Patt. Profits were up $100,539. Comparative figures—first third 1955: sales $870,736, profits $85,998; first third 1956: sales $1,139,849, profits $186,537.

Earnings for period were 36 cents per share in 1956, 16 cents in 1955. Directors voted dividend of 10 cents per share to be paid June 20 to shareholders of record June 8.

WKYV Asks OK to Quit

REQUEST to surrender its am grant, subject of economic injury protest, filed with FCC Friday by WKYV Harlan, Ky. WKYV grant, made year ago, was affirmed by FCC hearing examiner over protest by WHLN Harlan [B•T, Nov. 14, 1955], which claimed market couldn't support another station. Oral argument on exceptions was scheduled for next Monday (June 11).

In asking out, WKYV cited financial troubles in fighting protest and said agreement had been reached whereby WHLN will pay $1,722.92 to WKYV for partial reimbursement of latter's out-of-pocket expenses in prosecuting application.

KOVR (TV) Appoints A-K

KOVR (TV) Stockton, Calif., named Avery-Knodel as its national representative, effective June 1. Station is on ch. 13. It is owned by Television Diablo, with Terry H. Lee as president and general manager.

the week in brief

ALLOCATIONS ANSWER NEAR

FCC meeting today may see three ideas take form: (1) intention to shift all tv, or large part, to uhf, (2) leave Sixth Report, allocations table as is, and (3) entertain selective petitions for deintermixture 27

SLENDERELLA'S AIR ATTACK

Widespread radio drive has made big business of slenderizing salon chain 29

AGENCY PAY ON ANA AGENDA

Methods of advertising agency compensation slated to be a major topic at third annual Assn. of National Advertisers advertising budget control workshop, this Thursday in New York 31

LADY SPY IS SPOTTED

Foreign intrigue flavors one-minute commercial for Mum cream deodorant 32

OPEN UP TV, ATFD URGES

Assn. of Television Film Distributors tells FCC Network Study Committee limits on network time are needed to give film programs a chance to be seen 41

SYNDICATION PROBLEMS, PROFITS

Frederic W. Ziv, pioneer in radio and tv program syndication, discusses field's past, present and probable future in an exclusive B•T interview 44

NBC-TV BUYS INTO MOVIE FIRM

Purchase of 50% of Figaro Inc. gives NBC-TV services of film firm and its president, Joseph Mankiewicz, in program development 56

IS CONELRAD EFFECTIVE ENOUGH?

With today's guided missiles, attack would be over before Conelrad got going, witnesses maintain in House military subcommittee hearing 64

C-C BUYS KFWB FOR $2.35 MILLION

Crowell-Collier Publishing Co. adds Los Angeles independent station to list, pending approval before FCC, which now includes six radio and four tv stations 73

CONKLING LEAVES COLUMBIA

Goddard Lieberson elected president of Columbia Records as James B. Conkling resigns post to relocate in California 84

REBEL LOCAL GOES ON FIGHTING

AFM Hollywood Local 47 votes to carry battle to reform union procedures, so that royalties go to musicians rather than trust fund, to national convention 86

ADMIRAL BUYS RAYTHEON UNIT

Tv-radio manufacturing operations of Raytheon Mfg. Co. go to Admiral Corp. for $5 million; will become Belmont Div. of Admiral 91

COMPATIBLE 3-D TV CLAIMED

London inventor Leslie Dudley announces system which adds third dimension for viewers wearing special glasses, while unequipped viewers see normal picture 92

BERT AND HARRY BEST TV AD

Art Directors Club of New York gives special television medal award to Piel Bros. filmed commercial series in annual advertising art competition .. 96

departments

Advertisers & Agencies	29	For the Record	108	Our Respects	20
At Deadline	7	Government	64	Personnel Relations	86
Awards	96	In Review	12	Playback	28
Closed Circuit	5	Lead Story	27	Program Services	84
Colorcasting	30	Manufacturing	91	Program & Promotion	107
Editorial	118	Networks	56	Stations	73
Education	88	On All Accounts	24	Trade Assns.	81
Film	41	Open Mike	16		

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Treasurer

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The ONLY way you can really

REACH..

all of this rich Central Texas Market is with

It's the long reach that counts!

You get over 157,432 TV Homes* with KTBC-TV and over $760,000,000 Effective Buying Income**

*April, 1956

**Whole or Partial Coverage, Sales Management, 1955

KTBC's powerful radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY the 20 counties that comprise Austin's Trade Area!

KTBC

CHANNEL 7
CBS-NBC-ABC
316 kw MAX.

CBS

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by Paul H. Raymer Co., Inc.

IN REVIEW

SALUTE TO VAUDEVILLE

FOR THREE HOURS of Sunday evening, May 27, NBC Radio's *Monitor* served up a dish of pure nostalgia under the generic title "Salute to Vaudeville." To one like this reviewer, whose youthful life included a weekly visit to the two-a-day as regularly (and more enjoyably) as the weekly piano lesson or Sunday School session, it was a delightful three hours, but more for the memories it evoked than for what actually came out of the loudspeaker.

Dave Garroway's interviews with survivors of the great days of vaudeville—Jack Benny, Georgie Jessel, Jimmy Durante, James Barton and Eddie Cantor, to name only part of the list—were strictly deadpan conversations, exploring the past with the serious approach of the social historian and with no attempt to reproduce any of the gaiety which was the essence of vaudeville.

To one who had seen their acts many times, it was interesting to learn from Bert Wheeler that his unique technique of doing his whole act while lying flat on the stage originated when he had broken his ankle and was unable to stand, and from Jack Benny that he had begun as a violinist and had added comedy bit by bit until the violin was discarded almost completely. But one wonders what this meant to those who do not know vaudeville as it used to be.

Perhaps the best part of the program was the collection of old-time recordings—Ted Lewis's "When My Baby Smiles at Me," Nora Bayes singing "Over There," Al Jolson with "You Made Me Love You" and many more. More effectively even than the Fred Allen-John Royal conversation about the "good old days" (taped just two days before Fred Allen's death) did the old tunes recall the era when to play the Palace was the main ambition of every vaudevillian.

All in all, the evening was wonderful for oldsters, but, like Serutan, not for those under 35.

Broadcast on NBC Radio's Monitor, *May 27, 7-10 p.m. EDT. Participating sponsors. Executive producer: Al Capstaff; producer-director: Marx Loeb; writer: Bill Bayles.*

BLOOMER GIRL

IT'S CERTAINLY possible to go through life without ever seeing "Bloomer Girl." Fortunately it's no longer necessary. NBC-TV happily remembered the stage hit of a decade or so ago and turned it into a dazzling 90-minute display in the *Producer's Showcase* colorcast of May 28.

Producer Alex Segal and an army of performers did handsomely by the fanciful story of hoop-skirts at war with bloomers. Leading the good fight, Barbara Cook and Keith Andes had voices worthy of Harold Arlen's music and faces to match the romantic illusion. Carmen Mathews played the Dolly Bloomer part with charm and humor, as did all the principals and the corps around them.

The show's one small emergency symbolically underlined the half-serious historical theme. One scene called for Evalina to disembark from a carriage, but her voluminous hoopskirt didn't want to come along. The hero and the camera passed on across the set, leaving Evalina to disengage the skirt and catch up as best she could. She could and did so very smoothly.

Whoever was lucky enough to see "Bloomer Girl" in color saw a spring-garden array of skirts and bloomers. The production was a natural for color, and production designers fully exploited the extra dimension.

Resurrecting "Bloomer Girl" was a happy thought indeed. But seeing one good show only

In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

CAPITAL TYPES #29

LIFE OF THE PARTY

Had a nice evening somewhere before he got here. Fast man with a hot foot or an ice-cube-down-the-front. Likes to hear women squeal, "Oh, you!" Wife (who invariably leaves early) keeps reminding him he has to get to the dog pound in the morning. Outstays the last lingerer at any social gathering; does dishes; carries a copy of Walter Benton's "This Is My Beloved" in topcoat pocket.

And truly beloved with Washington advertisers is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

makes the viewer hungry for more. There must be many good scripts of yesteryear, waiting for television to break the spell and bring them to life again.

Production costs: Approximately $140,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt, N. Y., every fourth Monday, 8-9:30 p.m. EDT on NBC-TV.

Producer-director: Alex Segal; choreographer: Agnes DeMille; production executive: Andrew McCullough; music: Harold Arlen; lyrics: E. Y. Harburg; book: Fred Saidy and Sig Herzig; tv adaptation: Leslie Stevens; musical director: George Bassman; vocal director: Hugh Martin; settings: Otis Riggs; costumes: Jerome Boxhorn; makeup: Richard Smith; hair styling: Ernest Adler; casting director: Joan MacDonald; technical director: Jack Coffey; lighting director: Jack Fitzpatrick; audio: Fred Christie; video: Roy Robbins; associate director: Dean Whitmore; unit manager: Warren Burmeister; production stage manager: George Lawrence.

THE CONFIDENCE MAN

IT was a romp that Hume Cronyn and Jessica Tandy engaged in on the *Alcoa Hour* May 27. Very definitely a rollicking characterization for Mr. Cronyn, who played the part of an affectionate scamp who learns too late that a good woman is never to be lightly besieged. Miss Tandy never played with more spirit. A delightful hour with the Cronyns.

Production costs: Approximately $45,000.

Sponsored by Aluminum Co. of America through Fuller & Smith & Ross on NBC-TV Sunday, May 27 (9-10 p.m.).

Cast: Hume Cronyn, Jessica Tandy, Dorothy Sands, J. Pat O'Malley, John McGovern and Rex O'Malley.

Writer: Ernest Kinoy; producer: Herbert Brodkin; director: Paul Bogart; associate producer: Philip Barry Jr.; associate director: Gordon Rigsby; designer: James Russell.

WHO

ROBERT MONTGOMERY teamed up last week with Noah Webster to give some life to the lexicographer's definition of the term "average." The quotient of the sum, or case-in-point (to keep this thing on a network, or Konrad Styner level), was a 39-year-old chap named George W. Who, an "average guy" who really happens to be seven different people (each of whom is played by a different actor). Now, this George W. Who is basically a likeable fellow who can hold his own with anybody but his wife, child, secretary, the Kiwanis boys, the dentist, the bank's senior partner, etc., etc. To these—and others—George W. Who is either a tin god or a slob, a solid citizen or a lecherous Romeo, a kid's buddy or a cantankerous old man, a dreamboat or a stupid bum. Quite an order to fill within the small confines of an hour, but *Life* Staffwriter Robert Wallace (who collaborated earlier this season on Montgomery's "The Long Way Home," managed to make the best of what could otherwise have been a fine specimen of foggy gobbledygook.

We frankly enjoyed the piece, though at times we felt Mr. Wallace was hitting below the belt when he felt compelled to toss in a pun or two that would have served a better purpose on, say, *I Love Lucy*. Sample: "There's even been a book written about our friend George—*Who's Who*. Come, come now, Mr. Wallace! Still, "Who" was one of the better Montgomery presentations of the current season.

Production costs: Approximately $42,500.

Sponsored alternately by S. C. Johnson & Son Inc., Racine, Wis., through Needham, Louis & Brorby, Chicago, Mon., 9:30-10:30 p.m. EDT on NBC-TV.

Writer: Robert Wallace; director: John Newland; producer: Robert Montgomery.

Cast: Tom Poston, Frank Schofield, Earl Hammond, Logan Field, Robert Carroll, Grant Sullivan, William Darris and others.

BOOKS

SMALL SOUNDS IN THE NIGHT: "A Collection of Capsule Commentaries on the American Scene" by Eric Sevareid. Alfred A. Knopf, N. Y., 305 pp., $3.50. PUBLISHING DATE: June 4

IT COULD hardly be coincidental that H. L. Mencken's posthumous collection of commentaries and Eric Sevareid's current crop were published within a month of one another by the same publisher, for someone once called Sevareid "Mencken minus fangs." Where the late iconoclast ripped, snorted and lashed out at the Boobus Americanus, Sevareid merely chuckles, frowns and tut-tuts.

When Mr. Sevareid isn't being supremely, urbanely or just plain civilly humorous, gay, wry and sardonic, his is indeed the small sound in the night, egging on the national conscience over the combined facilities of CBS Radio. Samples: the tender thinkpieces on the meaning of Korea ("Why Did They Fight?") and the abrupt sacking of career diplomat John Paton Davies ("The Measure of a Man"). These—and other brilliant essays contained in this all-too-slim volume comprising the years 1951-55—would, we're sure, have made old H. L. proud to share the platform with the big Swede from Velva, N. D.

SIX TELEVISION PLAYS, by Reginald Rose; Simon & Schuster, 630 Fifth Ave., New York 20, N. Y.; 304 pp.; $3.95.

ONE of the most gifted playwrights who has accomplished outstanding work in tv drama is Reginald Rose, a former copywriter. This week, Simon & Schuster is publishing six of his better plays (five of them appeared on *Studio One*, the sixth on *The Elgin Hour*).

For the aspiring tv writer, and for that matter, the professional, this script selection is of unusual value. Mr. Rose's foreword and short comment following each of his plays aid the reader's understanding of the scope of the tv dramatic form, of production problems and something of Mr. Rose's aims and techniques. For the layman, peeling the petals of Mr. Rose's blossomed career can serve as sheer entertainment.

Of interest is Mr. Rose's comment on his advertising agency post: "I can't help going back to reminiscences about my singularly drab advertising career . . . and I suddenly remember with great clarity three sterile days spent trying to name a new brassiere developed by one of our clients. Toward the close of the third day I leaped to my feet with what I felt to be divine inspiration. I had the name! Into the office of the agency president I raced (this is possible in small agencies) and stood proudly before him. 'The name of the brassiere is . . . Upsa-Daisy,' I said. He looked at me a moment. Then he spoke. 'By God, boy, you have got a flair for this business,' he said. It developed later that the client hated the name. Thought it was vulgar. To this day I still consider it quite titillating.

"The point I wish to make is this: Were it not for the advent of television I might still be trying to think of a name for that brassiere."

"I'm standing on my head"

"Can't blame me for being so excited. My new television show is going great guns. It's already been sold in over 100 markets—big markets, small markets and medium size markets!"

It's a fact, THE GREAT GILDERSLEEVE is going great. But many important markets are still available. If you act now, this hilarious comedy series can get big audiences for you, just as it's doing in New York, Detroit, Ft. Wayne, San Antonio and the many other cities where it's tops in its time period.*

Gildy's especially valuable to sponsors because his personality is a sales-building extra that doesn't come with ordinary television programs. He's thoroughly merchandisable. And his loyal family following is great for boosting sales of products every member of the family buys—food, drugs, beverages and all manner of household needs.

Get the facts on how THE GREAT GILDERSLEEVE can sell for you. Call NBC Television Films.

The Great Gildersleeve

*Latest available ARB

Programs for All Stations—All Sponsors

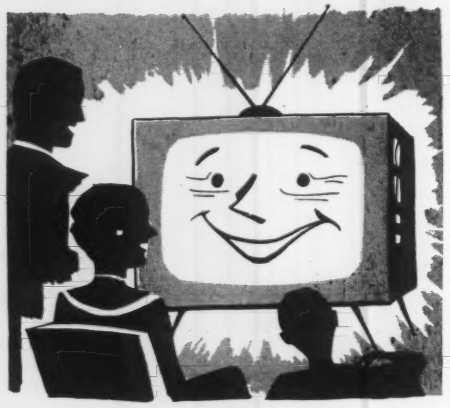
NBC TELEVISION FILMS

A DIVISION OF RADIO CORPORATION

663 Fifth Avenue, in New York,
Merchandise Mart in Chicago,
Taft Building in Hollywood.
In Canada: RCA Victor,
225 Mutual Street, Toronto.

NOW

7 out of... 10



ARE

TV FAMILIES IN THE WFLA-TV SALES AREA

In the WFLA-TV sales area, 69.1%* of the homes have TV Sets . . . *four times as many as a year ago!*

WFLA-TV covers this vital, growing market—packed with year 'round buying power from rocketing industrial and agricultural expansion!

Your sales message on WFLA-TV —backed by maximum power and the tallest tower in Florida—penetrates a rich 30-country area that includes the TAMPA—ST. PETERSBURG metropolitan market—*America's 37th Retail Market, and . . .*

FLORIDA'S 2nd MARKET

*Telepluse, Nov.-Dec., 1955

wfla-tv channel 8 NBC
TAMPA-ST. PETERSBURG
NBC Basic INTERCONNECTED

National Representative—BLAIR-TV Inc.

Capitol Comments on Uhf

EDITOR:

I have read the articles in recent issues of your magazine on the matter of uhf performance [B•T, May 7, 14] with a great deal of interest. I think it was an excellent idea to send Frank Beatty into these areas to make an on the spot investigation.

I am personally glad that the results were found to be so favorable to uhf broadcasters, because the testimony before the Senate Interstate & Foreign Commerce Committee certainly makes it clear that the uhf frequencies must play a vital part in any truly nationwide competitive television.

Warren G. Magnuson, Chairman
Committee on Interstate & Foreign Commerce
United States Senate
Washington, D. C.

EDITOR:

. . . I feel very strongly with you that uhf can be utilized to a very favorable advantage in many areas and thus provide all sections of the United States with television service. As a matter of fact, I recently addressed a letter to (FCC) Chairman McConnaughey urging that they not delay this action further and apparently our thoughts ran the same because I, too, had suggested that they go out into the field and make an investigation . . .

John V. Beamer (R-Ind.)
House of Representatives
Washington, D. C.

EDITOR:

Congratulations on the excellent, thorough stories in your May 7 and May 14 issues about uhf in South Bend and Elkhart, Ind., and Scranton and Wilkes-Barre, Pa. During a time when so much discouragement is heard, it is especially refreshing to know of these areas where uhf serves well and is fully accepted.

Ralph Steetle, Exec. Dir.
Joint Council on Educational Tv
Washington, D. C.

Patriotism and Fair Play

EDITOR:

I am indebted to you for providing an eloquent protest to Colgate-Palmolive [EDITORIAL, "Patriotism and Fair Play," B•T, May 21].

I am much further indebted to you and your associates for the wonderful cooperation accorded to the observance of National Radio Week.

John F. Meagher, Vice Pres. for Radio
NARTB, Washington, D. C.

EDITOR:

I think your article "Patriotism and Fair Play" is a ten strike.

These guys who want to know how much free time we gave to—oh well, what's the use?

Anyway, you said it all.

Lawrence H. Rogers II, Vice Pres.
WSAZ-TV Huntington, W. Va.

EDITOR:

Let me say a loud amen to your May 21 editorial "Patriotism and Fair Play!" Of course such attempts by organizations to chisel (or bludgeon) free advertising out of radio and/or tv after paying for printed space are no novelty. Most, if not all stations have frequently received tear sheets of paid newspaper or magazine ads from which they are supposed to glean material and spend further time writing spot announcements to be broadcast on a for-free basis.

I am still unable to assume an air of annoyed detachment while consigning such brass to my wastebasket. Steam just will come out of my ears. No less presumptuous are the countless would be freeloaders—including an appallingly large number of established and supposedly respectable advertising agencies—who daily deluge my wastebasket with reams of material, almost invariably bearing in large print on the envelope the word "News," or addressed to "News Editor" or similar bilge. Said material either being an out-and-out selling plug, or at best trying to sneak the gimmick in while—they hope—I've been lulled into being unwary . . .

If these chiselers spent even half the money on buying time as they waste on labor, ink, paper and postage in filling up my and countless stations' trash-buckets in futile attempts to get us to give them our only saleable commodity, all hands would be happier, and I'm certain, more prosperous. Meanwhile, the back o' me hand to the whole passel of 'em.

John Carl Morgan, Mgr.
WFVA Fredericksburg, Va.

[EDITOR'S NOTE: "Patriotism and Fair Play" was B•T's editorial comment on the action of Colgate-Palmolive Co. in sending reprints of its paid magazine advertisements for a C-P plan to aid the U. S. Olympic Committee to stations with a request that they donate time in support of this "patriotic endeavor."]

Knox Reeves, Not D-F-S

EDITOR:

In your May 21 issue of B•T on page 5 you have an item about General Mills' new lineup of tv shows. There is a correction on this list, as the *Mickey Mouse Club* is handled by the Knox Reeves Advertising Inc. instead of Dancer-Fitzgerald-Sample as listed.

R. H. Burbank, Vice Pres.
Knox Reeves Advertising Inc.
Minneapolis

Compliment on Complaint

Every week I read B•T. In reading OPEN MIKE, I read some complaints and some compliments. So now I want to compliment a complainant on his complaint.

I think all radio owes Mr. Jack Shefrin of KMAP Bakersfield, Calif., a compliment on his letter in the May 7 issue. At present I am an unemployed D.J., but when I was on the air I ran into the same problem that Mr. Shefrin had. Sure, I was able to get records from some distributors, but others wanted us to pay for records. How does this sound?: "You will have to pay us to plug our records." Sounds crazy? Well, some of us D.J.'s think so, and that is, in effect, what they are telling us. So hats off to Jack for bringing this complaint out in the open. . .

William C. Mullen
Baltimore, Md.

'Moondreams' Wanted

EDITOR:

One of our local jewelers, Moore's Jewelry Store, is anxious to locate a transcribed radio series titled *Moondreams* and schedule this series on our station.

The only information we have on the property is that it was originally produced and serviced by the Teleways Co., but that company has since gone out of business. The series consisted of 15-minute programs, featuring poetic readings by Marvin Miller, with instrumental background music.

Do you have any information as to the whereabouts of this property? And could you supply us with the name of the firm currently owning the rights to the *Moondreams* series?

James N. Martin, Program Dir.
WTRP LaGrange, Ga.

[EDITOR'S NOTE: Lacking the information Mr. Martin seeks, B•T turns to its readers for information regarding *Moondreams'* whereabouts.]

BERT, I THINK WE OUGHT TO THANK ALL THE NICE PEOPLE AT YOUNG & RUBICAM FOR THE FINE NEW CAMPAIGN THAT'S HELPING US SELL DELICIOUS PIELS BEER.
HELLO, I'M HARRY
WHO NEEDS 'EM!
CALL ME BERT

YOUNG & RUBICAM, INC. *Advertising*

New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London

"This is for

*Including
2 Peabody,
3 Ohio State,
1 duPont,
2 Sylvania,
5 Emmy and
62 other awards

Winning an occasional award for good programming could be accidental. But when a station wins 75 awards* in three years it begins to look premeditated.

It suggests a firmly held conviction about the quality of entertainment and information likely to excite the pleasure and interest of its community—and the ability to provide such programming consistently.

The latest tributes to this ability are the two awards which Peabody and Ohio State gave to KNXT and Dr. Frank C. Baxter for "Shakespeare on TV," the notable television series which has given millions of people new insight into the wisdom and poetry of the great playwright.

These awards reaffirm the unique personality which KNXT represents—*for its viewers,* as a source of fresh and challenging entertainment in all categories of programming; *for its advertisers,* as a medium which continues year after year to command the attention and loyalty of the largest average audiences in Southern California.

KNXT *Los Angeles*

CBS Owned—Channel 2—Represented by CBS Television Spot Sales

CASE HISTORY — SUPERMARKETS

Thrifty Scot Plus Mermaid = 100% Sales Boost!

Two trade characters familiar to all Southern Californians married up in June 1955 when McDaniel's Supermarkets' Thrifty Scot and the KBIG Mermaid made big news with a 3000-spots-a-year radio contract.

In June 1956, the pair renewed their vows. During that first year, sales in McDaniel's eight supermarkets in Greater Los Angeles skyrocketed over 100% to the highest peak in their 34-year history . . . with *no change* in the previous newspaper - television advertising format except the addition of KBIG Radio!

"KBIG can take a bow for a substantial share of the credit for this performance," says Albert L. Wolins, McDaniel's general manager.

Writes Jimmy Fritz, president of Jimmy Fritz & Associates advertising agency: "The greatest tribute we can pay you is to renew that same successful saturation of 60 spots a week."

Marry *your* product to the KBIG mermaid . . . then count the sales progeny!

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to SYLVESTER JOHN SCHILE

A SALESMAN at heart—the kind who really enjoys bringing customers to the door of the man who builds a better mousetrap.

This, co-workers will tell you, is a basic key to the personality of Sylvester John Schile, general manager of KLOR (TV) Portland, Ore. They hasten to add that it also is one of the major reasons why KLOR in less than a year has become one of the top ABC-affiliated stations in the entire network, a fact substantiated by both Pulse and ARB program ratings.

Mr. Schile's interest in selling manifested itself at an early age. While still in high school, he began work as a display man's apprentice at a movie theatre in his hometown of Aberdeen, S. D. (born Nov. 9, 1910). Graduated from high school in 1928, he joined a variety store chain as local display manager and was transferred six months later to Minot, N. D., as a store manager—the youngest man in the nationwide chain to hold such a position.

In 1935, he joined the S&L Co., which operated 30 department stores throughout the Midwest, as advertising director.

"But I felt inadequate to buy and use radio intelligently," he recalls, "so I enrolled in night classes in creative writing, radio script and sundry classes at the U. of Minnesota in Minneapolis, where the S&L home offices were located."

One of his classmates was Don Nathanson, now president of North Adv. Inc.

During the hard-sell 30's, John Schile remembers the days as being "usually pretty long, but I did manage to keep two things fairly low: my weight and golf score. They're both too high now."

It was not until 1944 that he became interested in radio as a career. In that year he joined the Pacific Northwest Broadcasters as sales manager. ("I was baptised, as it were, by the redoubtable Ed Craney, a great guy and a stalwart pioneer in broadcasting.")

In 1948 Mr. Schile moved to Salt Lake City to become vice president in charge of sales for the Rocky Mountain Broadcasting System, control of which was transferred to the Intermountain Network two years ago. While in Salt Lake City he served as president of the Utah Broadcasters Assn., president of the Salt Lake Advertising Club, director of National Sales Executives and on the board of control of the Exchange Club.

Mr. Schile became general manager of KLOR, owned by Oregon Television Inc., in September 1954. With Henry A. White, president of the company, he formulated plans for the opening of the station, which took place in March of last year. Mr. Schile is justifiably proud of the fact that KLOR turned the corner financially by moving into the black within seven months of operation.

"A great many owners and managers of newly-granted tv stations have written us or visited KLOR to learn our secret," he says, "only to learn it mostly was hard work."

"We knew from the start we had a tremendous job on our hands. Fortunately, the stock holders gave me *carte blanche* in the selection of programs and personnel. Since I sincerely believe we have the best crew in the business, we couldn't miss."

Mr. Schile believes that "every man and woman in our organization is a perfervid salesman—on or off the air they are conscious of our responsibility to do a good job."

Of himself he says:

"Personally there is nothing I like better than to give a pep talk to 50 or 100 route salesmen or truck drivers in behalf of an advertiser who has scheduled a new program on our station. Or to meet with agency account executives, advertising managers or sales managers for the purpose of setting up the most effective selling techniques.

"Don't get me wrong. I'm not a proponent of complete commercialization of television. But when an important advertiser, and they all are important, puts up a stack of blue chips against an increase in sales, he is entitled to results."

Recently he received a letter from the promotion manager of a well-known food store chain saying that the stores often run completely out of stock after an item has been advertised on television and asking if it were possible for KLOR to furnish in advance a list of items to be advertised so that the stores could be prepared.

Mr. Schile thinks that any station manager's response to such an inquiry should be to "get out of your ivory tower and help this gentleman sell dog food. Because if the manufacturer . . . sells enough, he shall always be moved to buy better and better tv programs on our station."

As one can easily deduce from this comment, John Schile is anything but niggardly in handing out advice on something he really believes in—and it almost always pays off for those who heed it. For instance, it was Mr. Schile who advised Lawrence Welk to go into television.

"John put the bug in my ear," says the bandleader. "We had lunch together one day when we were in Salt Lake City, and he persuaded me to try it."

At their home in Portland, Mr. and Mrs. Schile have five children, ages 18 months to 18 years. The eldest attends Portland U.; the youngest serves as a subject for testing tv-advertised foods.

NOW
completely fortified
with vitamins...
A
B
C
Channel
2
55
on your dial
Things are bigger, brighter, better on WGR. WGR-TV and WGR Radio now are full-fledged affiliates of America's fastest-growing, most dynamic network — the American Broadcasting Company.
The new look... the new sound in Western New York and nearby Canada.
WGR
BUFFALO
WGR-TV
CHANNEL 2
Serving 523,000 sets in Western New York plus 549,000 sets in Canada.
WGR-RADIO
55 on your dial
Serving 575,610 radio families in U. S. plus a large Canadian audience.
NOW BASIC ABC STATIONS

● Nationally Represented by **PETERS, GRIFFIN, WOODWARD, INC.**

STABILITY
QUALITY
INGENUITY

It hardly needs stating that a representative is only as good as its salesmen.

No matter how strong its resources, how multi-colored its promotion or how good its stations, a representative must stand or fall on its ability to nail down business – all the business it deserves and a man-sized bite of the business it may not deserve.

This takes salesmen. Not order takers. Or availability messengers. Or trainees. Or switch-hitters from space sales.

It takes trained salesmen. Experienced salesmen. Mature salesmen. Salesmen who eat, sleep and breathe broadcasting.

Radio salesmen who catch fire when they sell the efficiency, the economy, the flexibility of spot radio . . . and pitch fire when they're selling your station.

Television salesmen who turn handsprings over a local variety show, an available syndicated film or the sets-in-use figures at 11 o'clock at night.

Above all, it takes quality salesmen . . . men who have earned the respect of the buyers with whom they must live today and tomorrow.

The stations represented by Raymer – in both Radio and Television – will tell you that that's the kind of salesmen Raymer has. Quality salesmen. In quantity.

THE PAUL H. RAYMER COMPANY, INC.

Exclusive National Representatives Since 1932

NEW YORK · CHICAGO · LOS ANGELES

DALLAS · SAN FRANCISCO

DETROIT · ATLANTA

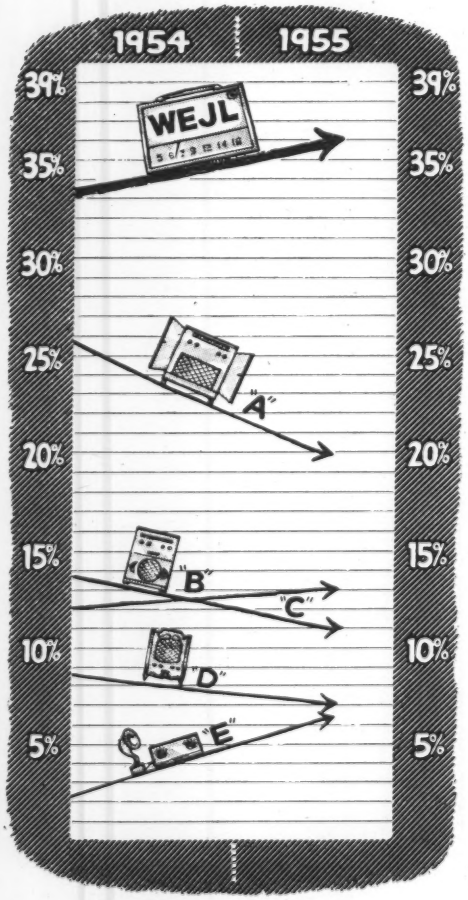
PAUL H. RAYMER · EST. 1932 · COMPANY

Announcement

YOU ARE CORDIALLY INVITED TO ATTEND THE RECEPTION OF SCRANTON'S LEADING

SOCIABLE CLIMBER

...AND SALEABLE CLIMBER "THE BILL PIERCE SHOW"



Invitations are unnecessary when sponsors gather 'round . . . the Hostess with the Mostest . . . WEJL. Scranton listeners just naturally flock to 630 on their Radio dial to join the "Bill Pierce Show" . . . 6:00 to 9:00 every morning!

●

As the accompanying chart indicates . . . Pulse 1954 and 1955 proves this social event is considered "the thing to do" in Scranton.

●

Of interest to timebuyers about to schedule new markets, all WEJL quarter hours for the balance of the day following the "Bill Pierce Show" . . . continue to deliver the greatest number of listeners per dollar of cost.

HOW TO SPOT A SOCIABLE CLIMBER . . .

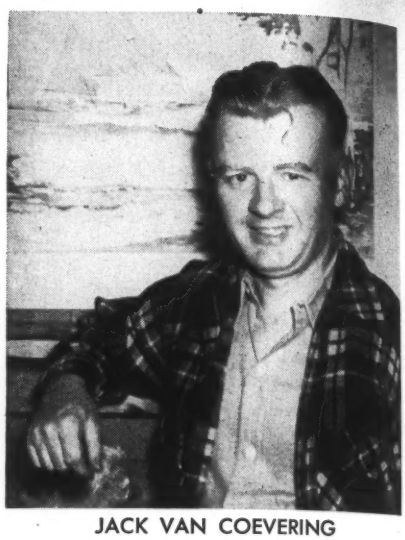
1. MUSIC . . . the tops in bright melodies to start the day right.
2. NEWS . . . top AP award-winning Scranton Times' newscasts, weather roundups and time checks.
3. SALES . . . top results produced by Scranton's top radio salesman for 27 years . . . Bill Pierce.

WEJL HAS ALL THREE!

WEJL
The Scranton Times

REPRESENTED NATIONALLY BY THE MEEKER COMPANY, INC.

Branches in NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



JACK VAN COEVERING

film maker

A LONG CAREER in wildlife and conservation work and his engrossment with television's potential for portraying the great outdoors served to launch Jack Van Coevering as a film producer a few short years ago.

Strictly on his own (and without any "angel" or "subsidy") he set up Van Coevering Productions with his earnings as a wildlife reporter. The result: a series of over 20 quarter-hour *Adventure Out of Doors* films now carried on several tv stations.

Mr. Van Coevering says simply of his small enterprise: "It is no stockpile, mail order type of operation . . . no bigtime Hollywood or New York outfit. . . . We have a basic investment in our product and therefore in the tv industry itself."

A newspaperman for a quarter century, Mr. Van Coevering is now in his 25th year as wildlife editor of the *Detroit Free Press* and is nationally acclaimed as an authority on wildlife and conservation.

A native of Herwynen, The Netherlands (born March 12, 1900), Mr. Van Coevering attended Calvin College, Grand Rapids, Mich., and the U. of Michigan, Ann Arbor. He joined the *Free Press* in 1931 and became conductor of its "Woods & Waters" column. He has also written many articles and books on wildlife.

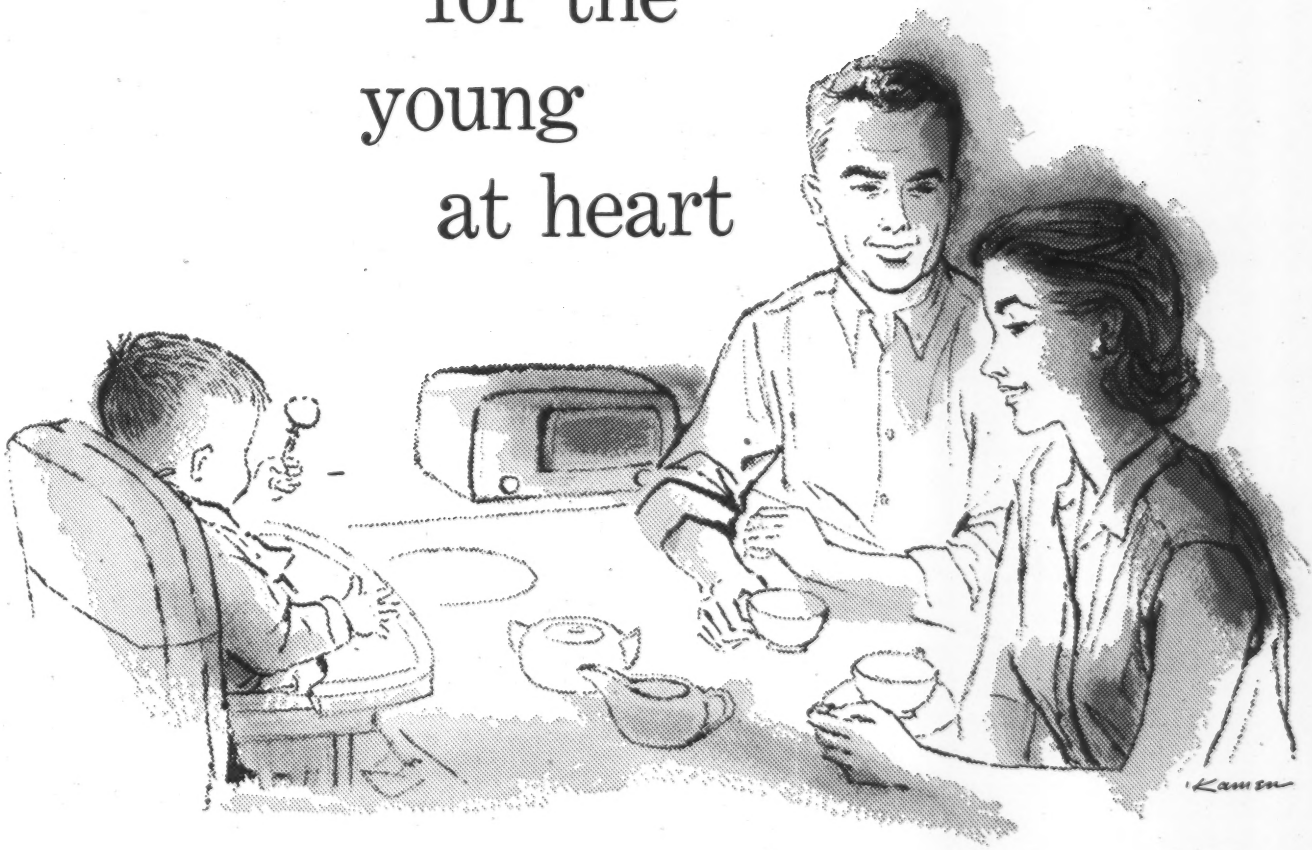
Mr. Van Coevering started his video career with a series (of the same name) on WXYZ-TV Detroit in October 1949. It proved to be one of the longest sponsored programs (Harvey Mack, Pontiac dealer) in the station's history (running until June 1953) and also drew thousands of requests for hunting and fishing booklets offered by the columnist.

Using parts of the live show, Mr. Van Coevering initiated a film series, taking his 16 mm camera to remote outdoor points across the nation and looking toward syndication. He appointed Cornell Films as distributor. (Distribution is now handled by Alfred LeVine as sales manager in Chicago.)

Today, Mr. Van Coevering maintains film, lab and shipping facilities at Commerce Lake (near Pontiac, Mich.) and utilizes others furnished by Capital Film Lab in East Lansing.

Mr. Van Coevering also has won several awards: an "Oscar" from the Michigan Outdoor Writers Assn. in 1950 for his original live WXYZ-TV program, and from the Izaak Walton League and Michigan United Conservation Clubs for his anti-pollution work on Michigan waters. He married the former Lucina Ryskamp in 1927 and they have a daughter, Grieta Jane, now attending Calvin College.

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR

ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

WNEW

Enjoyable music... *complete* news and weather... 24 hours a day

1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *... to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED.

KWKH

is FIRST AGAIN—

and FIRST by FAR!

SHREVEPORT AND BOSSIER CITY people have again shown that KWKH is their favorite radio station.

In the latest Hooperatings just released, KWKH ranks first in 20 more quarter-hour periods than does any other station—has almost as many top quarter hours (46.1%) as the total of all other Shreveport stations COMBINED.

But Shreveport and Bossier City are only a small fraction of our audience:

426,800 people in 30-mile circle

747,200 people in 50-mile circle

2,259,800 in Daytime S.A.M.S. Area!

KWKH is tops in Shreveport—tops *outside* of Shreveport. Gives you more audience than all other Shreveport stations combined! Don't be deceived about "wanting Shreveport City Limits *only*"!!! Ask the Branham Company.

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay *General Manager*

Fred Watkins *Commercial Manager*

BROADCASTING TELECASTING

June 4, 1956 Vol. 50, No. 23

AN ANSWER ON ALLOCATIONS MAY TAKE FORM AT FCC TODAY

- **Possibilities: nationwide, or nearly so, switch to uhf**
- **No changes in Sixth Report or in table of allocations**
- **Consideration of deintermixture on case-by-case basis**
- **Meanwhile, protective movement gets underway in New Orleans**

AFTER MONTHS of anguished deliberations and a dozen false starts, the FCC today (Monday) hopes to clear for adoption a plan that will break the television allocations impasse. The possible outcome, according to informed sources:

• A statement looking toward the changeover of the whole country—or a good part of it—to uhf in the unspecified future following a hoped-for breakthrough on the uhf propagation and equipment fronts.

• No changes in the present Sixth Report and Order or in its table of allocations.

• Consideration of deintermixture petitions on a case by case basis following the issuance of the final order in the allocations proceeding.

Meanwhile, last Friday, a group of leading television broadcasters met in New Orleans to complete preliminary plans for an organization that would offer its aid to the FCC and Congress in preserving interference-free service and would finance fundamental coverage studies geared toward providing competitive service everywhere. The group is principally interested in thwarting any move that would result in deterioration of existing service, notably that provided to rural and remote areas through old-established vhf stations.

The pioneer stations, expected to include uhf as well as vhf outlets, avowedly want to protect television from the "drop-in, squeeze in" incursions that curtailed am radio service two decades ago through virtual abandonment of engineering standards and protected contours. Organization of such a group, meeting at the invitation of Harold F. Gross, WJIM-TV Lansing, Mich., and with Robert D. Swezey, WDSU-TV New Orleans, as temporary chairman, was first broached at the NARTB meeting in Chicago last April. (For report on Friday's meeting see AT DEADLINE, page 7.)

The solution being considered by the FCC today is reported to be the final answer of at least five commissioners to the ups and downs of uhf broadcasting. This broke into the open in 1954 with public hearings before a Senate Commerce communications subcommittee under the chairmanship of Sen. Charles E. Potter (R.-Mich.). It was resumed under the full committee with Sen. Warren G. Magnuson (D-Wash.) as chairman.

The latest proceeding before the FCC began Nov. 10, 1955, when the Commission denied all pending deintermixture petitions and opened up the allocations proceeding to look at the uhf-vhf picture from a national viewpoint. It was said then that the resolution of the uhf problem had to be on a national basis.

During the almost six months since then, various plans—ranging from "selective deintermixture" to the recommendation that the whole eastern part of the country be made uhf only—have been weighed by the Commission. None secured a majority of the Commission.

The latest plan is understood to have the backing of all commissioners except, it is thought, Comrs. Rosel H. Hyde and Robert T. Bartley. It is understood that Chairman George C. McConnaughey is opposed to a 4-3 vote on a matter so vital to the future of television. Several plans have been close to adoption with this kind of a split vote, it is understood.

Key to the Commission majority's thinking is that no move should be made in behalf of uhf until more is known about its potentialities. Also, it is felt, until uhf receiving and transmitting gear is improved to be the equal of, or nearly the equal of vhf, it is erroneous to do anything significant along these lines. This attitude is labeled "truly conservative" by one FCC official.

As part of this approach, it is understood the Commission will also suggest that comments be solicited from broadcasters, non-broadcasters and government agencies on their needs and desires for spectrum space. Such a move, in the opinion of some observers, might sound the deathknell of vhf—since the 30-300 mc band is one of the most desirable in the spectrum. It permits large area coverage; the lower portion already is being used by the military for "scatter" service, and it has been contended for some time that large portions of the vhf band are required for national defense communications, telemetering and control circuits and other "classified" operations.

If this decision is finally reached at today's meeting, it is believed the official document will be issued next week or the week after, depending on the number of the changes made in the draft report drawn by the Broadcast Bureau's Rules & Standards Div. for today's meeting.

Action on the pending deintermixture petitions—and there are well over a hundred of them on file—is expected to begin within a few weeks after the final decision is issued. There will be some deintermixture, it is strongly felt, but in most cases these petitions will be denied.

At the same time, it is believed that some commissioners will look favorably on sugges-

TWO YEARS OF ALLOCATIONS WRANGLING

- MAY 1954: Potter committee holds hearings on uhf-vhf dilemma.
- MARCH 1955: FCC staff recommends vhf tv freeze.
- APRIL 1955: FCC brings on flood of deintermixture petitions after asking for rule-making in four deintermixture proposals.
- JUNE 1955: Magnuson names MIT Professor Bowles to head *ad hoc* committee to study allocations.
- AUGUST 1955: Welch, Mott & Morgan, Mullaney submit plan to allocate 200-plus more vhf channels.
- SEPTEMBER 1955 Comr. Lee recommends dropping uhf, adding more v's.
- OCTOBER 1955: FCC asks military for more vhf channels.
- OCTOBER 1955: ABC, CBS submit plans asking for three equal facilities in top 100 markets.
- NOVEMBER 1955: FCC denies deintermixture petition, calls for rule-making to consider revision or retirement of Sixth Report.
- DECEMBER 1955: Over 200 comments filed on how to solve allocations problems.
- DECEMBER 1955: Craven submits plan for 65 contiguous channels, lower separations and area assignments.
- JANUARY 1956: Magnuson puts Bowles committee to work on secret plan to reallocate tv.
- FEBRUARY 1956: Nearly 350 reply comments filed on Sixth Report revision.
- APRIL 1956: Military turns down FCC request for more v's.
- APRIL 1956: McConnaughey calls for "crash program" to spur uhf.
- MAY 1956: Dramatic plan to make East all u, West mainly v gains prominence in FCC discussions.
- JUNE 1956: ?

tions for vhf drop-ins, even though they fail to meet exactly the required mileage separations. This is on the assumption, it is understood, that the Commission will be anxious to establish as many markets as possible with at least three comparable outlets.

Nonetheless, it was learned, the Commission will continue to decide pending vhf cases, and where requested will authorize special temporary authority to begin commercial operation.

A basic consideration on the question of making all or part of the United States all uhf, it is understood, is whether the public will be deprived of any service it is now getting from vhf stations.

The frank attitude of several commissioners is that the public has not complained of the ill effects of the present allocations. The only complaints have been from "selfish" interests, one commissioner pointed out. He hastened to add that this was all right, but, he continued, it's the public interest the Commission was set up to serve.

Meanwhile, Mr. McConnaughey's hopes for a "crash" program to seek improvements in uhf gear continued to move forward.

Heart of this plan is the establishment of a non-industry, non-government non-profit organization to oversee development programs for receiving tubes, transmitter power tubes, receiving antennas, transmitting antennas, circuitry, and propagation study. This organization, underwritten by grants from manufacturers, scientific bodies, schools and foundations, would, it is thought, farm out research and development contracts to technical schools and private laboratories.

Backing for this proposal has already been received by Chairman McConnaughey from some of the major manufacturers. They have included Westinghouse, Zenith, RCA, Crosley.

Also, it is understood, support for this program is being sought from Radio-Electronics-Television Manufacturers Assn. and NARTB. Both organizations are scheduled to take the matter up at their board meetings—RETMA June 14 in Chicago and NARTB June 21 in Washington.

Last October, RETMA offered to establish the equivalent of the 1945 Joint Technical Advisory Committee (JTAC) to make a field study of uhf to determine what exactly needs improvement. This was never acted upon by the FCC.

In prior considerations of selective deintermixture, several FCC commissioners apparently were ready to make such deintermixture moves as that of ch. 2 from Springfield, Ill., to St. Louis; of ch. 8 from Peoria, Ill., to Rockford-Moline, Ill.; of ch. 3 from Hartford, Conn., to the Providence R. I., vicinity; of ch. 6 from Evansville, Ind., to Louisville, Ky.

The broad, long range, non-specific approach would recognize it is believed, the present superiority of vhf, but also the necessity of maintaining the uhf allocations in the light of possible future advances. In some quarters it was estimated that under this procedure the number of uhf operating stations would drop from its current 95 to 30 or 40—the surviving ones in uhf-only markets or in markets which have only one vhf and no prospect of any additional grants.

PROTECTORS IN PARLEY

The wide-area station group, with some 70 stations represented—and about 20 more having expressed approval of the idea—met in the Hotel Roosevelt in the Louisiana port city. On Thursday, various committee meetings took place. The full meeting was held Friday.

There is some thought that the organization will encompass all network affiliates, while others lean toward emulation of the Clear Channel Broadcasting Service structure (representing all high power, large area coverage stations).

Committee chairmen were: Mr. Gross, organization; Thomas E. Howard, WBTV (TV) Charlotte, N. C., engineering; John H. DeWitt, WSM-TV Nashville, dues; Harold Stuart, KVOO-TV Tulsa, Okla., name; Hulbert Taft Jr., WKRC-TV Cincinnati, eligibility.

Among those attending the inception meeting in Chicago last April were:

George W. Storer Jr., Storer Broadcasting Co.; Charles Crutchfield, WBTV; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; J. Leonard Reinsch, Cox stations; Donald W. Thornburgh, WCAU-TV Philadelphia.

Also Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Otto P. Brandt, KING-TV Seattle; Payson Hall, KCMO-TV Kansas City; Jack Harris, KPRC-TV Houston; Harold Hough, WBAP-TV Fort Worth; Gene Kelley, KCRA-TV Sacramento, Calif.; Alfred H. Kirchofer, WBEN-TV Buffalo, N. Y.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; C. Wrede Petersmyer, KOTV (TV) Tulsa; D. L. Provost, WBAL-TV Baltimore; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Harold See, KRON-TV San Francisco; Victor A. Scholin, WHAS-TV Louisville; Henry W. Slavick, WMCT (TV) Memphis; Edwin K. Wheeler, WWJ-TV Detroit; Hoyt B. Wooten, WREC-TV Memphis.

PLAYBACK

QUOTES WORTH REPEATING

THE CRITICS of advertising have never spared radio or television. Indeed, it has sometimes seemed that the broadcast media have been made the scapegoats of advertising, blamed for all its evils, particularly the sin of overcommercialization or hard sell.

Comes now A. W. Lewin, president, Lewin, Williams & Saylor, New York advertising agency, to speak a few plain truths about a new style of printed advertising that is so undercommercialized and has so soft a sell as practically to have no sell at all. The following paragraphs are taken from a talk made by Mr. Lewin at the League of Advertising Agencies in New York. He titled his speech: "Don't Hitch Your Wagon to a Butterfly."

THERE IS SOMETHING that has taken shape in the current trend of advertising output that is, to my way of thinking, so disturbing, so far off base, that I must protest and speak out. There is an unhealthy current vogue, manifesting itself largely in print media, which has no business there.

This is what I call be-bop advertising. I ask you to sit down tomorrow or tonight after you have returned home, thumb through your favorite magazine and see for yourself. What will you find? A full page depicting a pretty Guardsman in full military dress, astride an anteater, murmuring something devilishly clever about his grandmother. Puzzle: Find the product.

Turn the page and a bizarrely garbed female, thin of shank and narrow of chest, peers myopically at you through her cloisonne spectacles. She is uttering a devastating headline-remark relating to her boss's handwashing habits. Ponder this four color piece for five minutes or so and you may discover that copper tubing is being offered for sale.

Now, if you will please pick up the copy of that other magazine lying there (America's first favorite based on paid circulation and multiple readership), you'll see more of the same as you fan the pages. Observe, in particular, that dilly which portrays a strange lepidopterist clutching a bit of classical statuary, or a replica of same—Venus de Milo, I believe. Mind you, this unlovely-looking, anemic gent somehow got in the way of what might have been an honest and forthright advertisement for an essential item in every gentleman's wardrobe. And just a half-dozen pages further along in the same issue, you'll come to another glorious stopper, the fellow in armor about to be served—or so it appears—his morning facial lotion!

Now, certain highly specialized marketing situations may call for this sort of thing. But gentlemen, I suggest to you that for the most part, the staunch householders of America know little of these quasi-exotic creatures, and wish to know nothing further. I submit to you that the three-dollar bill is still suspect in most parts of America.

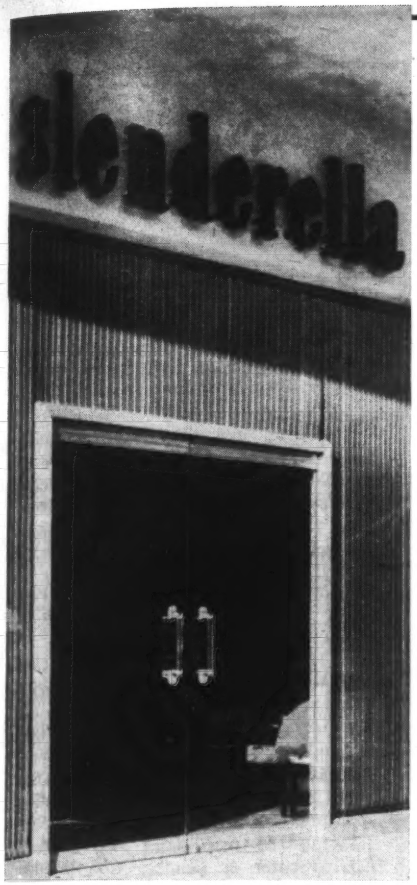
What in the world are these costly advertisements supposed to sell—how—and to whom? What, and where, is the product? How, and of what materials, is it made? Where can it be obtained? Would it be too much to ask for a clue as to cost?

The type of advertising I have attempted to describe is not, surely, designed to help sell merchandise—the very thing our clients want us to do. It is a grotesquely tortured form of self-expression straight from the Martini-addled brains of frustrated Bohemians. It has been slipped over on unwary account executives, who in their eagerness to achieve high stoppage ratings, and to be clever, have lost sight of basic values. More unfortunate is the fact that the client is duped as well, led to believe that this strange off-beat stuff, which some misguided ad genius is foisting on him, is "different" and provocative.

This advertising is the product of fancy-boy art directors, chi-chi copywriters, bizarre foreign photographers, and "super-high" fashion coordinators. It is effete, contrived, lamely decadent. It cannot build lasting sales volume, for it is the essence of faddism. It is a sad amalgam of the worst of classic, modern, and latter-day Greenwich Village—a meaningless potpourri of fake sophistication, bogus art and tainted cleverness. It is inspired in small, expensive bars, in a small expensive section of midtown Manhattan by people who think that happy families drink vodka at breakfast.

America really isn't interested in pigs in pokes—even if these pigs are disguised as Dalai Lamas. Pigs is pigs, as the man said, and for most people they make fine eating. Period.

RADIO: JEWELED COACH FOR SLENDERELLA



SLENDERELLA, a chain of "slenderizing salons" which grew corporately fat on a heavy diet of radio, is getting ready to—if it will pardon an abhorred phrase—spread out.

Once again, radio will be the meat and potatoes of its advertising.

"If we were forced to cut our budget," Larry L. Mack, president and founder of Slenderella International, said last week, "radio would be the last to go." Adds Suzanne Wells, president of Management Assoc. of Connecticut, Slenderella's agency: "radio put us over the top."

It is doing the same for an average of 30,000 housewives a day, the estimated number of bulge-unhappy women visiting the current total of 132 Slenderella salons here and abroad.

To Mr. Mack and his executive vice president, Eloise English, Slenderella's is not merely a success story but the Cinderella legend brought up to date. (Miss English will be the first to admit that she got the idea for the "Slenderella" name from that Cinderella tale of yore.) Essentially, it has taken the term "avoirdupois" and made it respectable.

Born to fill a ready-made vacuum (". . . the cosmetics and beauty industry as a whole missed its biggest bet by ignoring milady's figure," says Mr. Mack), Slenderella International made its debut in 1950 with five New York outlets. By the end of this year, Slenderella expects to operate well over 175 salons. Financially, the asking price of the firm (exclusive of real-estate) is well over $13 million, no mean figure considering that Slenderella's original capital investment was $40,000, one-third of which was put up by Mr. Mack himself. (The interest held by his early associates was bought by Mr. Mack in 1952.)

This week, Slenderella plans to invade the "secondary market" field—having practically exhausted the primary, or top metropolitan markets—by cutting tape measures in Fort Lauderdale, Tampa, Tulsa, and Oklahoma City.

In Europe, it currently maintains two outlets, in Zurich and Paris, and plans to launch salons in Stockholm, Rome, London, Milan, Dusseldorf, Amsterdam, Brussels and Deauville by next year. With a firm toehold in Canada already established, Slenderella expects to "open up" Latin America, and in the Pacific, it aims to add to its Hawaiian operations by reaching down as far as Australia.

"Unsightly bulges," Larry Mack muses, "know no geographical bounds."

Also on Mr. Mack's agenda:

• DIVERSIFICATION . . . Franchising of Slenderella-tagged low-calorie foods, girdles, bras, bathroom scales, cookbooks, etc., with the chain sharing a percentage of the royalties. Target date: early autumn.

• . . . AND EXPANSION. On or about August 1, Slenderella will open its first salon for men, although Mr. Mack said the projected chain will "have a more masculine sounding name than Slenderella." Slenderella's telling sales point: that statistics provided by such organizations as the American Heart Assn. show an alarming percentage of heart attacks among middle-aged males stemming from overeating and needless exertion. Mr. Mack admits that his thinking along these lines was "crystallized" by Pres. Eisenhower's attack last year.

In carrying out both these lofty aims, radio will play a big role.

Though an active advertiser since the first day of business, Slenderella stayed out of radio until 1953, devoting its entire yearly advertising budget of $30,000 to print media. That budget stopped being a budget the day after the firm launched its first test campaign on KNX Los Angeles and today is reported as flexible as foam rubber. Slenderella currently spends $300,000 a *month* in advertising, over 50% ($160,000) of which goes into radio, $58,000 into television, the remainder into print.

Although he has recently approved a half-million dollar tv budget for the remainder of this year ("We hope," a Slenderella spokesman said recently, "to have an impression made every minute of the day, 24 hours a day, somewhere in the U. S."), Larry Mack is still completely sold on radio.

To date, Slenderella spends over 90% of its radio allocations in *ad-lib* spot announcements (e.g. oral copy read from an agency-provided fact sheet). The remaining monies are tossed into such local shows as Ralph Story's daytime "personality" show on KNX Los Angeles or that of Marjorie King on KNBC San Francisco. In addition, the chain also sponsors a CBS-Pacific Radio network woman's program.

Mr. Mack admits to defying the unwritten law of inverse proportions by increasing his radio time purchases while upping his tv budget. Yet, sooner or later, one or the other will have to be cut back. So says Miss Wells, who attributes her "lukewarmness" to Slenderella's immediate needs. She told B•T that Slenderella has practically saturated radio, explaining, "once you've bought all the good spots, why take second-best time periods?" Miss Wells elucidated: "We have never bought radio just *because* it's radio. We've bought in 'radio-attuned' markets (i.e. primary listening areas) wherever we could, and in tv markets where radio would only be supplementary."

Women's Companion Medium

Should it come to the point where Mr. Mack has to make his choice, radio will undoubtedly get the affirmative nod. Institutional commercials, he feels, can best be sold to women by a "companion" medium —radio. Yet, there is another—and less talked about—reason for Larry Mack's "radioactivity," and that is his preference to keep continual tabs on what is happening in his salons as a result of radio. A young (38), aggressive and purposeful individual, Larry Mack holds very little stock in program rating services, feels that Trendex, Nielsen and Pulse have aimed to please the tv advertiser by "underrating, underselling daytime radio while overestimating the impact of daytime tv," and adds that "I'm from Missouri [specifically, Kansas City] and I've got to be shown."

The people who show him are the station managers themselves. Each month, Slenderella asks for—and gets—two airchecks from each station used. These checks are then monitored, and the critiques are placed against the daily sales volume reports submitted by each Slenderella salon in the U. S. In turn, each radio personality gets his or her monthly, personalized "progress report," plus a fortnightly bulletin on what's new at Slenderella. Miss Wells is convinced these sales tools aid immeasurably in giving "our people" a deeper interest in Slenderella—one which, by the way, is reflected by the steady stream of money that keeps pouring into Slenderella's executive headquarters in Stamford, Conn. "My best rating de-

vice," comments Mr. Mack, "is money. Money talks louder than percentiles or decimal points."

European radio, too, is in Slenderella's future. Though admitting that its aircheck-progress report plan might be a bit hard to implement abroad, Slenderella—spending approximately $4,500 a month in Europe—is prepared to double that amount in radio "once we reach 10 salons over there." Possible outlets: the privately-owned, government-chartered Radio Luxembourg, which broadcasts primarily in Flemish, Luxembourgeois and English, and Radio Monte Carlo (Monaco) which airs French, Italian, Spanish and English programs.

With no basic product to sell—only "a way of life," to quote Miss English—Slenderella attributes its phenomenal success to psychology—through radio. While unsightly anatomies do not make for the best conversation pieces, Slenderella has delicately stepped around the bounds of bad taste by "being frankly conservative."

A FAMILIAR DUTY for Slenderella executives is opening new salons. Here honors are performed by President Larry Mack and Exec. Vice President Eloise English.

By way of explanation, Mr. Mack points out that Slenderella "technicians" are not concerned with obesity and that the Slenderella process does not "reduce," but "slenderizes." There are those who would be hard put to tell the difference between the two terms, but Slenderella's president—being a firm believer in the battle of the sexes—says that "while women would resent being told to slim down by members of their own sex, they'd take it from the boys." Thus, most of the Slenderella announcements heard on U. S. radio are delivered by male announcers.

Who listens? According to Mr. Mack, hundreds of thousands of housewives. His researchers have discovered that 70% of Slenderella's clients are not fat, but may show an unsightly bulge here or there; that the majority of Slenderella's customers are over 35, somewhat vain, and more preoccupied with *staying* young than recapturing lost youth. Last year alone, the chains claimed they "trimmed" 6 million inches of middle-age spread, took down 4.5 million pounds in the course of an estimated 6 million visits.

When do they listen? At the beginning of the week, for Mr. Mack is convinced that women like to embark on big projects—such as slenderizing—on a Monday or Tuesday, without devoting too much thought to "planning." (This, coincidentally, runs contrary to the retailers' belief in advertising towards the end of the week in anticipation of a week-end rush, while it pleases those station managers seeking an equitable balance of spot announcements from Monday through Monday.)

While acknowledging that his insistence on ad libbed copy is a risky business so far as such matters as body fat border on being offensive, Larry Mack feels they're worth their weight in gold. "Slenderella" has already become a generic term, seems to crop up more and more in the coast-to-coast comedy programs, but it seems to please everybody, particularly Mr. Mack. He particularly enjoyed the night Sir Laurence Olivier, guesting on a local New York nighttime show, somberly "bloopered" the fact sheet by telling the audience, "Slenderella serves New York with 21 *saloons*."

If the rule of supply and demand holds true so far as fairy tales go, then that of Slenderella's is one of the most successful of success stories. Just the other day, a New York matron, wanting to make the first of a series of $2, 45-minute appointments with her neighborhood Slenderella salon, was told there would be a month-long waiting list. Annoyed, our friend whipped an envelope out of her pocketbook and waved it into the manager's face. "There," she snapped, "I got my tickets to 'My Fair Lady' in three weeks!"

Asian Industrialists Hear Report on American Economy

THE IMPORTANCE of public relations, advertising and marketing in the U. S. economy was explained to a group of 10 Asian industrialists May 24 in discussions with several executives of Communications Counselors Inc., division of McCann-Erickson Inc., New York. Playing host to the visitors—whose 6-week trip to U. S. was sponsored by the International Cooperation Administration—were W. Howard Chase, president of the McCann-Erickson division, Edward F. Baumer and Murray Martin, both vice presidents.

The delegates also attended the third Washington State International Marketing Conference at the U. of Washington and visited advertising and public relations firms in San Francisco, Los Angeles, New Orleans, Chicago and New York.

International Div. for K&E

FORMATION of an international division, with headquarters in New York, was announced last week by Kenyon & Eckhardt, coincident with the opening of Kenyon & Eckhardt de Mexico S. A., Edificio Seguros Azteca, Ave. Insurgentes Sur 102, Mexico City. The Central American office is K&E's third outside the U. S., the others being in Toronto and Montreal, Canada.

MR. COLE

Named as head of the new division was Robert Cole, a K&E vice president and formerly advertising director of Olin Mathieson Chemical Corp.

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

June 5 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors (also June 8, 12, 15, 19, 22, 26, 27).

June 9 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 16, 23, 30).

NBC-TV

June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 7-8 (3-4 p.m.) *Matinee*, participating sponsors (also June 11-12, 19-22, 25-29).

June 9 (9-10:30 p.m.) *Max Liebman Presents*, "Holiday," Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.

June 17 (3:30-4 p.m.) *Zoo Parade*, sustaining (also June 24).

June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.

June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

[Note: This schedule will be corrected to press time of each issue of B•T]

Tv Set Ownership Leveling, Research Corp. Survey Shows

FAMILY TV SET ownership is getting closer to a leveling off point, according to the Market Research Corp. of America, whose quarterly report on the U. S. tv market—to be issued this week—recorded only a "very slight" increase in overall set purchasing, with the emphasis in set-buying residing in small town and/or farm families. MRCA says 75% of U. S. households now own tv sets, compared to last July's 68%. Breakdown of the survey—based on the records of a 5,800 family panel—shows the heaviest ownership increase to be in the South, with the percentage jumping from 54 of last summer to a current 63. Other noticeable gains: North Central U. S., from 70 to 77%; Mountain and Southwest U. S., from 52 to 60% and Pacific points, from 66 to 74%.

McNiff Heads K&E in S. F.

WALTER F. McNIFF, account executive, Keynon & Eckhardt, San Francisco, has been named manager of the agency's San Francisco office, it was announced last week by Sydney Walton, vice president in charge of the region. Mr. McNiff joined K&E last fall after being associated with BBDO in San Francisco as an account executive and supervisor.

Agency Compensation Due Grilling by ANA

THE QUESTION of how advertising agencies should be paid—a mounting issue these days [B•T, April 30, *et seq.*]—is on the slate for further consideration this week when the Assn. of National Advertisers holds its third annual advertising budget control workshop Thursday at New York's Plaza Hotel.

Theme of the day-long closed meeting is "Increasing the Effectiveness of Agency-Client Accounting and Budget Control Procedures." Paul B. West, ANA president, will discuss "Advertisers' Viewpoints on Advertising Agency Compensation Methods" in one of the major presentations of the session. In another, Ira Rubel of Ira Rubel & Co., specialist in advertising accounting, will speak on "Determining the Cost of Agency Service by Using Modern Methods of Evaluations."

Other major presentations, ANA said last week, will include "Budget Control Procedures That Work," by Glen Harold, advertising department comptroller for General Mills; "Specific Ways in Which Agencies Can Help Clients Control Advertising Costs," by Orrin Spellman, vice president in charge of the Philadelphia Office of Kenyon & Eckhardt, and "Predicting Advertising Cost Trends for Better Budget Determination and Control," by Carrol Swan, *Printers' Ink*.

Several informal roundtable discussions are slated for Thursday afternoon on such subjects as controlling and budgeting television staging and production costs; how agency reporting procedures regarding billing and commitments can be made more uniform and efficient; controlling and budgeting sales promotion production, and type of controls needed for small and medium-sized advertising budgets.

In his talk on agency compensation methods, President West is expected to reiterate the thinking behind the ANA board's recommendation that individual advertisers, in conjunction with their agencies, review the present-day agency-client relationship and, in doing so, consider the compensation of agencies to be a prime responsibility of the advertiser rather than of media.

Stanley W. Koenig of Olin Mathieson Chemical Corp. is chairman of the program committee for Thursday's meeting. Other members are Thomas S. Christensen of Philip Morris Inc., Mr. Harold of General Mills, John W. Jackson of RCA, Arthur Rudy of Armstrong Cork Co. and Marshall L. Winslow of Esso Standard Oil Co.

Two Sponsors Set to Pick Up 'Make Room For Daddy' Show

ABC-TV had one advertiser signed and another committed Thursday as alternating sponsors for the film series, *Make Room For Daddy*, scheduled to move to Monday (8-8:30 p.m. EDT) this fall.

Making room for Danny Thomas, *Daddy* in their tv budgets, were Kimberly-Clark Corp. (Cellucotton Div.—Kleenex tissues), which definitely has signed for the series, and another midwest advertiser, Armour & Co., which reportedly had ordered but not confirmed the purchase. Both accounts are handled by Foote, Cone & Belding, Chicago.

Both buys, if they materialize as matching orders for 26 alternating weeks out of ABC Central Div., represent nearly $4 million in business (time and talent).

Kimberly-Clark is an alternate sponsor of *The Loretta Young Show* and has participations on *The Perry Como Show*, both on NBC. Armour (Dial Soap Auxiliary Div.) alternates with Pet Milk Co. on *The George Gobel Show*, same network.

The Thomas series has been sponsored alternatingly by Dodge Div. of Chrysler Corp. and American Tobacco Co. (Pall Mall cigarettes) this past season (Tues., 9-9:30 p.m. EDT). Dodge dropped *Make Room for Daddy* to buy another Lawrence Welk series on ABC-TV this fall.

LATEST RATINGS

ARB

TOP TEN TV SHOWS (MAY 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	53.9
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	50.6
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	48.1
		General Foods	Young & Rubicam	CBS	157		
4.	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	42.9
5.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	40.1
6.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	39.0
7.	What's My Line	Jules Montenier	Earle Ludgin	CBS	70	Sun., 10:30-11	37.1
		Remington-Rand	Young & Rubicam		111		
8.	Lux Video Theatre	Lever Bros.	J. Walter Thompson	NBC	129	Thurs., 10-11	36.7
9.	George Gobel	Armour	Foote, Cone & Belding	NBC	177	Sat., 10-10:30	36.3
		Pet Milk	Gardner		169		
10.	Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	35.8
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		Int'l Cellucotton Products	Foote, Cone & Belding		90		
		Noxzema Chemical	SSC&B		95		
		Toni	Weiss & Geller		91		

Rank	Program	Viewers (000)	Rank	Program	Viewers (000)	Rank	Program	Viewers (000)
1.	Ed Sullivan	47,890	5.	$64,000 Challenge	32,330	8.	I've Got a Secret	31,200
2.	$64,000 Question	44,700	6.	You Bet Your Life	31,690	9.	December Bride	29,560
3.	I Love Lucy	40,480	7.	George Gobel	31,280	10.	Jack Benny	29,530
4.	Perry Como	33,870						

December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	
Jack Benny	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	

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NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING APRIL 21

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-a-Week						(Average for all Programs)	(658)
1.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,927
2.	Our Miss Brooks	Toni	North Adv.	CBS	203	Sun., 8-8:30	1,786
3.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,645
4.	Dragnet	RCA	Kenyon & Eckhardt	NBC	185	Tues., 8-8:30	1,598
5.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,457
6.	Edgar Bergen	Brown & Williamson Tobacco Co.	Ted Bates	CBS	200	Sun., 7-8	1,457
7.	News & Gene Autry	William Wrigley Jr.	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,316
8.	Truth or Consequences	RCA	Kenyon & Eckhardt	NBC	194	Wed., 8-8:30	1,316
9.	News From NBC	Brown & Williamson Tobacco Co.	Ted Bates	NBC	184	Wed., 8:55-9	1,222
10.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,128
Evening, Multi-Weekly						(Average for all Programs)	(799)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,410
2.	One Man's Family	participating sponsor		NBC	182	Mon.-Fri., 7:45-8	1,363
3.	Lowell Thomas	United Motors Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,175
Weekday						(Average for all Programs)	(1,269)
1.	Wendy Warren	Quaker Oats	Lynn Baker	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	2,209
2.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	1,974
3.	Helen Trent	Carter Products	Ted Bates	CBS	185	Alt. Days, Mon.-Thurs., 12:30-45	1,974
		White King	Erwin, Wasey				
		Toni	North Adv.				
4.	Kelley-Rainier Wedding	Peter Pan Foundations	Ben Sackheim	ABC	340	no set time	1,974
5.	Wendy Warren	Philip Morris	Biow Co.	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	1,927
6.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	203	Fri., 11-11:15	1,880
7.	Helen Trent	White King	Erwin, Wasey	CBS	185	Alt. Days, Tues. & Thurs., 12-12:15	1,880
		Toni	North Adv.				
8.	Young Dr. Malone	Chesebrough	J. Walter Thompson	CBS	112	Alt. Days, Mon.-Fri.,	
		Toni	North Adv.		189	1:30-1:45	1,880
		Carter Products	Ted Bates		186		
9.	Young Dr. Malone	same sponsors as above					1,880
10.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	1,833
Day, Sunday						(Average for all Programs)	(517)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,175
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	893
3.	Monitor	Barbasol	Erwin, Wasey	NBC	194	Sun., 5:05-5:10	752
Day, Saturday						(Average for all Programs)	(611)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,598
2.	Alan Jackson—News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 1-1:05	1,128
3.	Metropolitan Opera	Texas Co.	Kudner	ABC	340	Sat., 2-conclusion	1,081

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First Network Radio Buy

ASPHALT INSTITUTE, College Park, Md., reportedly as its first network radio purchase, is to sponsor a five-minute road service, *Weather Along the Highways*, on CBS Radio, beginning June 16. Capsule reports by CBS newsman Ron Cochran will be heard Saturdays, and Sundays, both days at 12:55-1 p.m. and 7:55-8 p.m. EDT. Marschalk & Pratt is the agency.

Out-of-Home Audience Ups Radio 22.2%—Pulse

OUT-OF-HOME radio listening added 22.2% to the in-home audience last winter, also adding a projected national average of 1,965,600 families to the listening audience during any given quarter-hour of the day in the period, according to a Pulse study of 28 major markets.

In releasing results of the study, Dr. Sydney Roslow, director of The Pulse, reported last week that between 6 a.m. and midnight an average of 4.2% of all radio families listened in automobiles, at work, or in other away-from-home places. This showing was at the same level as the preceding winter, Dr. Roslow noted, adding that over the past two years there has been a leveling off in the amount of out-of-home listening.

Of the markets studied by The Pulse, it was found Boston had the highest addition of out-of-home listening (24.7%) and Atlanta the lowest (17.8%). On the "level" of away-from-home listening, Boston again ranked first, with 4.8% of the families there listening out-of-home during the average quarter-hour (6 a.m.-midnight), and New York was second with 4.6%. The 28 markets contain more than 17.5 million radio families, 37.4% of the total in the U. S.

Commenting on the size of this segment of the radio audience, Dr. Roslow noted that because of it, Pulse now combines both in-home and out-of-home audiences in radio reports.

NEW SPOT: SPY THRILLER BASIS FOR MUM MESSAGE

"LADY SPY," a one-minute playlet with all the flavor of a "foreign intrigue" drama, constitutes Bristol-Myers' new commercial for Mum cream deodorant. The spot, which has been seen thus far on *Four Star Playhouse* (CBS-TV) of May 24 and 31, is a follow-up of a car-card campaign introduced last fall in New York subways. Created by Doherty, Clifford, Steers & Shenfield Inc., it was written by Barbara San, has guitar music by Tony Mottola under musical direction of Gene Furrell, and was produced, starring Lisa Clark and Vic Peck, by Bob Dall'Acqua of DCS&S. Here is the script:

VIDEO	*AUDIO*
Open on: Cu. Over-the-shoulder view of woman in slouch hat, cropped at shoulders. She is seated at table in setting that suggests the typical "dim cafe." She takes small pocket mirror from large handbag on table, holds it up as if to inspect her makeup, but her hand stops, tenses in mid-motion at what she sees reflected in mirror.	Music: Languid, mysterioso, breaking off abruptly as woman's hand tenses.
Cut to: Ecu. Mirror in woman's hand. We see reflected in it the head and shoulders of a man in trenchcoat.	Music: Discordant sting.
Cut to: Cu. Same man as in mirror, same view, except that his head is now turned more toward camera, so that we now see enough of his face to tell that he is making beckoning nod over his shoulder to someone across the room, presumably the woman in opening scene.	
Cut to: Cu. Woman's feet in high-heel pumps walking past man's feet next to table leg. Envelope drops from above to man's feet, obviously dropped by the woman. Man's foot quickly covers envelope, and his hand reaches down to grab note one beat later.	Music: Mysterioso theme now in sinister, deliberate "walking" tempo.
Cut to: Ms. Woman in slouch hat walking away from camera toward door of cafe.	Music: Continuation of "walking" theme.
Cut to: Cu. Over-the-shoulder view of man in trenchcoat. In his hand, facing camera, is note.	
Cut to: Ecu. Note in man's hand. It shows line drawing of Mum jar, with legend in longhand beneath. It reads: "New Mum now has secret weapon."	Music: Discordant crash of cymbals.
Dissolve to: Mcu. Profile view of woman in slouch hat, seated in phone booth. Hat almost covers her face. Her lips are close to mouthpiece of phone.	Woman: (Low, conspiratorial) I delivered the message. Now what?
Cut to: Cu. Notebook and jeweled pencil held poised, waiting.	Man: (Voice over, on filter) Now let's check the second message.
Cut to: Ecu. Pencil underlines the words "Mum" and "M-3" in the following portion of message on pad: *"Mum*—doctor's deodorant discovery, now with *M-3* . . ."	Woman: Yes?
Camera pans down to allow room for remainder of message (45)	Man: (Voice over, dictating, on filter) Mum, the doctor's deodorant discovery now contains M-3 (pause).
Pencil underlines rest of message in sync "stops odor 24 hours a day."	Man: (Over, on filter) Got that? M-3—. . . to stop odor 24 hours a day. Remember, now—
Cut to: Cu. Woman at phone head and shoulders only.	Woman: I know: For security reasons—Mum's the word.
Wipe slowly to black velvet pedestal, softly lit, black gloved hand putting Mum on black velvet.	Woman: (Over) New Mum Cream Deodorant—now with M-3. Got the message?
Hand-written "now with M-3" then is placed next to jar. (60)	

NATIONAL PAPER ADS PEAK AT $695.3 MILLION

National advertisers put 17% more money into newspaper ads in 1955 than in 1954—a $100 million increase.

TOTAL national advertising in newspapers in 1955 increased by 17% to a record high of $693.3 million, more than $100 million over 1954, it was reported by the Bureau of Advertising, American Newspaper Publishers Assn., which shortly will issue its annual study, *Expenditures of National Advertisers in Newspapers.*

The study, based on linage counts in daily newspapers representing more than 90% of weekday and Sunday newspaper circulation in the country, will include dollar expenditures of all national advertisers calculated to have invested $25,000 or more in newspapers last year. Included in the listing are 1,424 companies and 3,382 products.

The bureau reported General Motors Corp. increased its newspaper investment in 1955 by 67.4% over 1954 to a new high of $62.6 million and retained by "a wide margin" its position as the leading national newspaper advertiser in the U. S. Ford Motor Co., the bureau said, is in second place with $29.6 million, an increase of 64.5% over 1954, and the Chrysler Corp. follows with $24.1 million, representing about a 100% increase over the previous year.

Other leading national newspaper advertisers and their 1955 newspaper expenditures, as reported by the bureau, are: Distillers Corp.-Seagram's Ltd., $9.8 million; Colgate-Palmolive Co., $9.3 million; General Foods Corp., $8.7 million; Procter & Gamble Co., $7.9 million; Lever Bros. Co., $7.7 million; General Electric Co., $7.6 million; National Distillers Products Corp., $6.7 million; Studebaker-Packard Corp., $6 million; Schenley Industries Inc., $5.9 million; National Dairy Products Corp., $4.8 million; Philip Morris & Co., $4.8 million, and American Tobacco Co., $4.3 million.

Automotive advertising was the leading class of national newspaper advertising last year, bureau statistics show, with linage purchases of $199.4 million. Groceries ranked second, with $135.8 million; alcoholic beverages third, with $59.4 million; toilet requisites fourth, with $38.6 million, and transportation fifth, with $35.8 million. It is noteworthy that national radio and tv advertising in newspapers was $18.9 million for the year, just a fraction ahead of the amount of newspaper space bought by publications.

A NICKEL will go a long way these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

MAYBE instead of a "good five-cent cigar", what this country's advertisers need today is a good look at what *five cents* will buy in radio—*WHO Radio.*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 56.8 homes for a nickel, or 1000 homes for $.88—*ALL LISTENING TO WHO!*

That's the rock-bottom minimum. With its 50,000-watt, Clear-Channel voice, WHO is heard by thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 527,000 extra home sets and 573,000 radio-equipped automobiles—plus tremendous audience in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. give you all the impressive WHO facts.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

June 1956 figures* give WXEX-TV

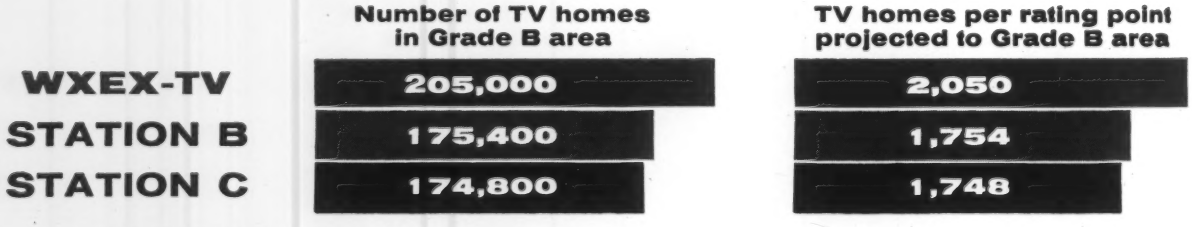
16%

more viewers per rating point

than any other station serving

RICHMOND

Petersburg and Central Virginia



- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers **58.3** more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

Tom Tinsley, President — **NBC BASIC—CHANNEL 8** — Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

GREY ADV. ANSWERS CRITICS OF TELEVISION

'Grey Matter' takes issue with those who are critical of medium in praising tv, its commercials and its programs.

PLAUDITS for television as a medium, its commercials and its programs, are voiced in the June issue of Grey Adv.'s *Grey Matter*, an agency publication that goes to national advertisers.

Under the heading, "The Sound and the Fury About Tv," the publication counters critical statements by people "who should know better. . . . The advertisers (and strangely enough, agency men, too) who rise up and regret that tv as a medium is 'good enough for this kind of product, but not good for the other kind.' . . . The print media folks who lie in ambush waiting to hurl poison spears at this tv upstart . . . and the 'fury' of political view-with-alarmists who seek headlines by taking pot shots at tv programs and commercials."

Grey Matter quickly asserts that tv is not "on trial". Neither does the medium need defenders nor apologists, says the agency publication, continuing:

"No medium has demonstrated in so short a time its ability to sell *mountains* of merchandise to *millions* of people."

While tv is not on trial, advertising's skill in using this medium effectively is, and so is advertising's "ability to come up with techniques of *truly* measuring tv's effectiveness. Instead of fighting tv, let's perfect it; instead of abusing it, let's improve it, and instead of looking at the negative side of the medium, let's emphasize the positive," the magazine urges.

At one point, tv's "detractors who foolishly fear that it [tv] will wipe out print media," are reminded that they "have about as much basis for their apprehension as did the phonograph and record makers that radio would destroy their industry."

In the same issue of *Grey Matter* is a prediction that color tv is heading towards mass production. Cited are RCA's announcement that it will license production details of its color sets to the entire industry, the subsequent plan of NBC (a Grey account) to add a full hour of colorcasting a night to its weekly schedule in addition to its spectaculars, and WNBQ (TV) Chicago's conversion to full-time colorcasting.

Conversely, as color expands, so will other advertising and editorial activity, says Grey. Examples: Repackaging of products, stepped up motivational research and the switch to more color in printed matter. (Of interest in connection with this observation was a remark made several weeks ago by Paul Smith, publisher of *Colliers* magazine, one of the accounts serviced by Grey, that color tv motivated *Colliers'* added use of color photographs [B•T, May 7].)

"So," concludes *Grey Matter*, "if color has been in the background of your thinking, look around you now and go into *action* before you feel the hot breath of competition."

Big Buy by Warner-Hudnut

IN what was described as the "largest participating schedule ever ordered by an advertiser on a single radio network," NBC Radio last week announced that Warner-Hudnut Inc., through Kenyon & Eckhardt, New York, has purchased 50 participations a week on the network's *Weekday* and *Monitor* programs for 52 weeks. Gross sales figures on the transaction were not disclosed.

CIGARETTES IN NEW YORK TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	8	2	22	537
	Camel (William Esty)		2	13	256
	Cavalier (William Esty)		2	2	47
	Winston (William Esty)		1	7	234
2.	American Tobacco Co.	6	3	13	338
	Herbert Tareyton (M. H. Hackett Co.)		1	1	42
	Lucky Strike (B. B. D. & O.)		2	4	158
	Pall Mall (S. S. C. & B.)		3	8	138
3.	P. Lorillard Co.	3	2	9	238
	Kent (Young & Rubicam)		1	1	35
	Old Gold (Lennen & Newell)		2	8	203
4.	Liggett & Myers Tobacco Co.	1	2	11	234
	Chesterfield (Cunningham & Walsh)		2	5	151
	L & M (Dancer-Fitzgerald-Sample)		2	6	83
5.	Brown & Williamson Tobacco Co.	2	2	7	147
	Raleigh (Russel M. Seeds)		1	2	13
	Viceroy (Ted Bates)		2	5	134

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	8	3	56¾	661
	Camel (William Esty)		2	13	244
	Cavalier (William Esty)		2	2	34
	Winston (William Esty)		3	41¾	383
2.	Brown & Williamson Tobacco Co.	2	5	65	477
	Kool (Ted Bates)		3	12	99
	Raleigh (Russell M. Seeds)		3	14	47
	Viceroy (Ted Bates)		3	39	331
3.	Liggett & Myers Tobacco Co.	1	4	41	401
	Chesterfield (Cunningham & Walsh)		4	31	332
	L & M (Dancer-Fitzgerald-Sample)		3	10	69
4.	American Tobacco Co.	6	4	55½	372
	Herbert Tareyton (M. H. Hackett Co.)		2	7	47
	Lucky Strike (B. B. D. & O.)		3	23½	173
	Pall Mall (S. S. C. & B.)		4	25	152
5.	Philip Morris & Co.	—	4	29	340
	Marlboro (Leo Burnett)		4	13½	142
	Philip Morris (N. Y. Ayer)		3	15½	198
6.	P. Lorillard Co.	3	5	57	314
	Kent (Young & Rubicam)		1	1	40
	Old Gold (Lennen & Newell)		5	56	274
7.	United States Tobacco Co.	—	3	12	8
	Encore (Kudner)		1	3	2
	Sano (Kudner)		2	9	6

In the above summary, the monitoring occurred the week ending April 22, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 22, 1956.**

'Annie Oakley' Renewed By Carnation, Continental

MITCHELL J. HAMILBURG, Flying A Productions, has announced a six million dollar agreement with Carnation Co. and Continental Baking Co. on the syndicated *Annie Oakley* tv series, which they have sponsored on alternate weeks for the past two years. The new deal, which takes in 144 markets, will run through 1958. Existing contracts still have seven months to go.

Carnation picks up the major portion of the cost under the new contracts with an investment of $3.5 million in time and talent costs. Continental participation involves $2.5 million. Tom Moore, west coast sales executive for CBS-TV Film Sales Inc., negotiated the Carnation contract and John Howell of the company's New York office handled negotiations with Continental.

The contract calls for all new pictures to be produced under the supervision of Armand Schaefer, Flying A executive in charge of production. Lou Gray will serve as producer with George Archainbaud and Frank McDonald alternating as directors.

Mr. Hamilburg also announced the sale of 52 of the company's half-hour filmed tv shows to the British Broadcasting Corp. for television in England. The agreement with BBC was negotiated by Leslie Harris, vice president of CBS-TV Film Sales Inc. Included in the sale are 13 Gene Autry Films, 13 in the *Buffalo Bill Jr.* series and 26 *Adventures of Champion* segments. A similar pact is in discussion with Associated Broadcasting Corp., one of the program services for British commercial tv, on Flying A's *Annie Oakley series,* Mr. Hamilburg said.

Cohan to Leave MM&N

ARNOLD COHAN, vice president in charge of the New York office of Mumm, Mullay & Nichols Inc., will resign June 15 to join Sydney S. Baron & Co., New York public relations firm, as vice president and member of board. Mr. Cohan also is radio-tv aide to New York Mayor Robert F. Wagner and chairman of The Mayor's Television & Radio Advisory Committee.

L&M Takes 'Trust Your Wife'

LIGGETT & MYERS TOBACCO Co. (L & M filters) starts alternate-week sponsorship of CBS-TV's *Do You Trust Your Wife?* tomorrow (Tuesday) night, 10:30-11 p.m. Frigidaire Div., General Motors Corp., which has been sponsoring the Edgar Bergen-Charlie McCarthy quiz since its inception last fall, continues as alternate sponsor. Agencies concerned: Dancer-Fitzgerald-Sample for L & M, Kudner for General Motors.

C-P Buys on CTPN Series

COLGATE-PALMOLIVE Co. has signed a 52-week contract for one-minute spot participations on *Panorama Pacific,* Monday-Friday morning program on the CBS Television Pacific Network, it was announced Thursday by Robert D. Wood, sales manager for KNXT (TV) Los Angeles and CTPN. Participations start June 27 on a two-day-per-week basis. Colgate, in addition, signed for three-day-per-week participation on KNXT *Early Bird* program. Colgate's agency is Lennen & Newell, New York.

THE ANNUAL distribution-advertising forum conducted by the *Chicago Tribune* drew over 450 businessmen in WGN audience studios for two-day sessions a fortnight ago [B•T, May 28]. At an informal luncheon meeting are J. Ward Maurer (l), vice president and advertising director, Wildroot Co., and Melvin Brorby, vice president of Needham, Louis & Brorby Inc. Both were participants in a panel on "creativity in communications."

China Firm Appoints D'Arcy

LENOX Inc. (china), Trenton, N. J., has appointed D'Arcy Advertising, New York, as its agency effective July 19. Media plans are not set. The account is currently being handled by Lennen & Newell, New York.

SPOT NEW BUSINESS

Effanbee Doll Co., N. Y., to use television for first time in promotion of dydee dolls. Campaign will open in fall in Phila., N. Y., L. A. and Chicago, running for approximately 13 weeks. Campaign will go national according to distribution requirements. Monroe Greenthal, N. Y., is agency.

B.V.D. Co. (pajamas, underwear), N. Y., will expand its tv animated commercial campaign in June and July, going into such new major markets as Kansas City, Pittsburgh, San Francisco, Baltimore, Phila. and L. A. Agency: Al Paul Lefton Co., N. Y.

General Motors Parade of Progress (auto show), currently playing around country, using radio spot announcements in advance of show presentations. Agency: Kudner, N. Y.

Star-Kist Foods, through Honig-Cooper, San Francisco, has scheduled saturation radio campaign for tuna in 22 markets, to last minimum of four weeks in each market.

Gelvatex Coatings Corp., Anaheim, Calif., has bought saturation radio announcements on Southern Calif. stations for paint.

NETWORK NEW BUSINESS

General Foods Corp., (Jell-O) White Plains, N. Y., will sponsor third network exposure of Thorne Smith's *Topper,* beginning June 10 on NBC-TV. Film series, starring Anne Jeffreys, Robert Sterling and Leo G. Carroll, will replace Chrysler Corp.'s *It's a Great Life,* which is leaving Sunday, 7-7:30 p.m. EDT time period following Chrysler's decision to drop program. *Topper,* originally seen on CBS-TV, later was seen on ABC-TV. John Loveton-Bernard L. Schubert package was sold to GF through Young & Rubicam, N. Y.

Stanback Co. Ltd. (analgesic) tablets and powders), Salisbury, N. C., has started sponsorship of Galen Drake in three five-minute commentary broadcasts over eastern network of CBS Radio (Mon.-Wed., Fri., 3:30-3:35 p.m. EDT). Agency: Piedmont Adv., Salisbury, N. C.

Maxwell House Coffee, through Benton & Bowles, N. Y., signed for five-day weekly, six-station participation on *Panorama Pacific* on CBS-TV Pacific Network. Contract is for 52 weeks.

NETWORK RENEWAL

S. C. Johnson & Son Inc. (cleansers), Racine, Wis., through Foote Cone & Belding, N. Y., and **Pet Milk Co.,** St. Louis, through Gardner Adv. N. Y., have renewed *Red Skelton Show* (CBS-TV, 9:30-10 p.m. EDT), starting in October.

AGENCY APPOINTMENTS

Globe Bottling Co., L. A., names The Edwards Agency, that city, for Wilshire Club Beverages.

Bake-Wip Div. of Fount-Wip, Reddi-Wip subsidiary, L. A., to Stromberger, LaVene, McKenzie, L. A. for canned, multi-purpose vegetable oil product.

Norwegian-American Knitting Mills, Bennington, Vt., appoints J. M. Mathes Inc., N. Y., for Brynje sportsmen's undershirt.

Wilen Wines, Phila., appoints Ralph A. Hart Adv., that city.

Herman Miller Furniture Co., Zeeland, Mich., names J. M. Mathes Inc., N. Y.

Lyon Tailoring Co. (clothing, uniforms), Cleveland, Ohio, to McCann-Erickson Inc. Cleveland office. Ohio Adv. formerly serviced account.

Golden Mix Inc. (pancake mix, Better Batter Frying Magic), Warsaw, Ind., appoints R. Jack Scott Inc., Chicago. Radio and tv will be used in central and north central states.

H. P. Hood & Sons (dairy), Boston, appoints Kenyon & Eckhardt, Boston, effective Sept. 15. K&E has been handling company's fresh orange juice since last November. New business includes Hood ice cream, fluid milk and other food products.

A&A SHORTS

Applegate Adv. Agency, Muncie, Ind., merges with **George W. Stout Inc.,** New Castle, Ind., effective June 1. New firm will retain Applegate name.

Frank Block Assoc., St. Louis agency, has retained Dr. Charles F. Roos, chairman of Econometric Institute, as economic consultant, becoming, it says, first midwest agency and second in nation to utilize such service.

George H. Hartman Co., Chicago agency, has opened N. Y. office in Graybar Building. John D. Berg, formerly of Chicago headquarters, heads new branch.

Hart-Conway Adv. Agency, Rochester, N. Y., moved to larger space in Triangle Building.

Assn. of National Advertisers moved to 155 E. 44th St., N. Y. New telephone: Oxford 7-5950.

Kenyon & Eckhardt Ltd. of Canada has acquired larger quarters at 550 Sherbrook St., W. Montreal. Postal address is P. O. Box 719, Montreal 2.

Ellis Adv. Co., Buffalo, N. Y. branch, has moved to new suite on 17th floor of Hotel Statler.

Charles Stone and **Rudy Simons,** account executives at Simons-Michelson Co., Detroit, have opened Stone & Simons Adv. Inc., at 10821 W. McNichols Rd., Detroit 21.

Kay-Christopher Adv., VanderBoom, Hunt & McNaughton Inc., L. A., and **Weir Adv.** elected to membership in S. Calif. Ad Agencies Assn.

Emerson H. Mooks Inc., Dayton, Ohio, industrial advertising counselor, announces formation of separate division devoted to consumer and retail advertising.

George H. Hartman Co., Chicago, and **Rogers & Smith Inc.,** N. Y., elected participating subscribers to Advertising Research Foundation.

Bob Betts Adv., Denver, moved to larger quarters in new 655 Broadway Building.

Frank Block Assoc., St. Louis agency, has published new edition of annual *Job Guide* for June college graduates. Guide lists more than 600 St. Louis firms with possible advertising or public relations operations.

A&A PEOPLE

William E. Chambers Jr., senior account executive and member of merchandising committee, Benton & Bowles, N. Y., to Marschalk & Pratt Div., McCann-Erickson, N. Y., as vice president and group head.

MR. CHAMBERS

David Hale Halpern, former vice president and account supervisor, The Biow Co., to Joseph Katz Co., N. Y., as vice president and member of executive committee.

E. W. Newsom and **George Simons,** both vice presidents, Kenyon & Eckhardt, appointed account supervisors, Mr. Newsom in N. Y. and Mr. Simons in Chicago. **Stanley Warren,** formerly with Benton & Bowles, N. Y., in charge of radio-tv publicity-promotion, to K&E, N. Y., as exploitation specialist in promotion department. **Leon P. Pistone,** consulting artist for Boston agencies, to K&E Boston office as art director.

Carroll L. Pfeifer, account executive, Robert W. Orr & Assoc., N. Y., elected vice president.

Ken Kearns, timebuyer, The Biow Co., to media department, Grey Adv., N. Y., in similar capacity. Also to Grey: **Jack Holtsberg,** senior assistant buyer, Macy's department store, N. Y., to assistant account executive; **Nicholas Geraci,** Biow art director, in similar capacity; **Joseph H. Mintzer,** copywriter, Lawrence Fertig & Co., and **Marjorie Camp,** copywriter, BBDO, both in same capacities.

James A. Barnett, vice president-consumer relations, Lever Bros., N. Y., to Rexall Drug Co., L. A., as vice president.

James J. Tenyson, vice president and copy director, Geyer Inc., to Street & Finney, N. Y., in special creative capacity.

Lawrence J. Egan, account executive, Grey Adv., N. Y., to Anderson & Cairns, N. Y., in similar capacity.

Charles A. Winchester and **Robert H. Higgons,** both of The Biow Co., N. Y., to contact department of Young & Rubicam Inc., N. Y., as account executives.

Clyde E. McDannald, formerly account executive, Meldrum & Fewsmith Inc., Cleveland, to C. L. Miller, N. Y., in similar capacity.

Larry Roth, Aubrey, Finlay, Marley & Hodgson Inc, Chicago, to Marsteller, Rickard, Gebhardt & Reed, same city, as account executive.

Gretta VanDyke, radio-tv writer and producer, Adv. Counselors of Arizona, Phoenix, named radio and television director.

P. A. Spellman, former radio-tv copy chief with Bridges-Sharp & Assoc., Dayton, Ohio, agency, named director of television, radio and newspaper advertising for Emerson H. Mook Inc., Dayton industrial and retail advertising counselor.

Emory Ward, McCann-Erickson copywriter, and **Richard Miller,** of BBDO copy staff, to Sullivan, Stauffer, Colwell & Bayles, N. Y., copy department. **Donald Moone,** former sales manager, Southland Frozen Foods Inc., to agency's merchandising department. **Raymond Young,** copywriter, Lennen & Newell, N. Y., to SSC&B, in similar capacity.

William H. Cline, formerly media director of Duggan-Phelps Adv., Chicago (now disbanded), to media department of Ruthrauff & Ryan Inc., same city. **George Barrett,** formerly with Kenyon & Eckhardt, N. Y., to Ruthrauff & Ryan, N. Y., as production manager.

Phyllis Ariano, formerly executive secretary to general manager, WPTZ (TV) Philadelphia (now WRCV-TV), to Aitkin-Kynett Co., Phila. agency.

Jeane V. Bice, formerly art director, MacManus, John & Adams Inc., Bloomfield Hills, Mich., named art director, Detroit office of McCann-Erickson Inc.

Stephen M. Cohen, faculty assistant in radio, Temple U., Philadelphia, to radio-tv staff, Robinson, Adleman & Montgomery, Phila. agency.

Robert Goldsmith, group copy head, and **David Grayson,** The Biow Co., N. Y., to copy department, Harry B. Cohen, N. Y.

Ernest P. Quinby, public relations manager, agricultural division, Chas. Pfizer & Co., Brooklyn, N. Y., to public relations staff of Albert Frank-Guenther Law Inc., N. Y. agency.

Thomas A. Knitch, television animation designer, UPA, to art staff of radio-tv department, N. W. Ayer, N. Y.; **Natalie S. Glassman,** formerly with The Biow Co., to Ayer radio-tv copy, and **John W. Hull Jr.,** producer-director of commercials, Young & Rubicam, to radio-tv production.

Charles T. Riely, account marketing executive, The Biow Co., N. Y., to W. B. Doner & Co., Detroit, as director of marketing.

Marvin Schlaffer, tv film buyer, Emil Mogul Co., N. Y., named sales service coordinator.

Jose Barba, assistant advertising manager, Adolfo Auriema, N. Y. import-export firm, to Robert Otto & Co., international advertising agency, as Spanish copy chief.

Nicholas Ivan Orloff, promotion manager, RCA Victor Distributing Div., Detroit, to Geyer Adv., also Detroit, as copywriter.

Hanno Fuchs, formerly with Young & Rubicam, N. Y., as television commercial writer, to Lennen & Newell, N. Y., as member of creative department.

Eunice Atkinson, freelance film writer and producer, to creative staff, Olian & Bronner Inc., Chicago agency, as tv writer-producer.

Max L. Franzen, public relations account executive, Geare-Marston Inc., Phila., to public relations department of Gray & Rogers, that city.

Beatrice Dudek, manager of advertising and publicity, Chadburn-Gotham Gold Stripe (stockings), to publicity staff, Kudner Agency, N. Y.

Alex F. Osborn, co-founder, BBDO, N. Y., appointed to serve on Department of Commerce National Inventors' Council, government advisory body on matters relating to civilian invention of military and defense equipment.

Don Barbour, president, Barbour Truck-Ads Inc., Orlando, Fla., elected governor of fourth district, Advertising Federation of America. Other officers: Earl J. Mason, Miami, lt. gov.; Fred Wolf, Tampa, treasurer; Mrs. Emily Nelson, St. Petersburg, secretary, and E. P. Lavin, Orlando, corresponding secretary.

Willis H. Pratt Jr., film manager, American Telephone & Telegraph Co., N. Y., named chairman of films committee, Assn. of National Advertisers, succeeding **John Flory,** advisor on non-theatrical films, Eastman Kodak Co., Rochester, N. Y. Mr. Flory continues on committee.

Norman H. Strouse, president, J. Walter Thompson Co., N. Y., named to membership on national council of National Planning Assn., Washington, nonprofit organization devoted to planning in agriculture, business, labor and professions.

John W. Jackson, RCA's manager of advertising and sales promotion administration, named by Assn. of National Advertisers as chairman of advertising budget control task force, succeeding **S. J. Caraher,** manager of services division, E. I. duPont de Nemours & Co.

Oscar Heuser, account executive, Lowe Runkle Co., Oklahoma City, elected president of Oklahoma City Junior Chamber of Commerce.

Hal Balk, account executive, Emil Mogul Co., N. Y., father of girl, Jill, May 24. **John Sanchez,** art director at Mogul, also father same day of son, John Amador.

Willard E. Botts, head of Botts Adv. Inc., Orlando, Fla., father of girl.

Variety Beats Drama

ONE-HOUR variety programs hold the tv audiences slightly better, on the average, than one-hour dramatic programs, acording to an analysis by the Nielsen Television Index. NTI reports there were nine one-hour variety programs on the air during the January-February period and the average home tuning in these shows watched 39.9 minutes out of a possible 60, while the average home tuning to dramatic programs viewed 37.6 minutes out of a possible 60. NTI's explanation: since variety programs, on the average, are telecast earlier in the evening than dramatic shows, there are more children up to control the set, and fewer people going to bed.

STAGE 7

PARADE OF HOLLYWOOD PERSONALITIES

Lloyd Bridges
Thomas Mitchell
Howard Duff
Diana Lynn
John Ericson
Don Taylor
Jan Sterling
Ricardo Montalban
Marilyn Erskine
James Whitmore
Angela Lansbury
Dane Clark
. . . and many others

A NEW STAR EACH WEEK

FIRST!

When you've seen your favorite network show, haven't you said to yourself: "I'd sure like to sponsor *that* show right here in my market — but FIRST RUN!" Now you can do just that! STAGE 7, the half-hour film dramatic anthology series which got highest ratings for a national network advertiser, is now being produced in Hollywood — same as before, with exactly the same production qualities — except that now it's being produced for your local market . . . FIRST RUN!

FIRST MARKETS SNAPPED UP! OTHER RICH MARKETS AVAILABLE!

Regional advertisers are signing up their markets fast! Chef Boy-Ar-Dee (Y & R) has selected New York City and markets in New England; Household Finance (Needham, Louis & Brorby) has picked out some Midwest markets. Other markets have been signed up by Standard Oil of California (BBDO); National Premium Beer (W. B. Doner); Blue Plate Foods (Fitzgerald); and Robert A. Johnston Co. (Klau-Van Pietersom-Dunlap). Many choice markets are still available! Phone or wire collect to get STAGE 7 for your markets. Better do it now!

JUST IN! Sheaffer Pen through Russel M. Seeds

tpa *Television Programs of America, Inc.*

477 Madison Avenue, New York 22 • PLaza 5-2100 ● Sales Offices or Representatives in Principal Cities

Milton A. Gordon, President Michael M. Sillerman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs

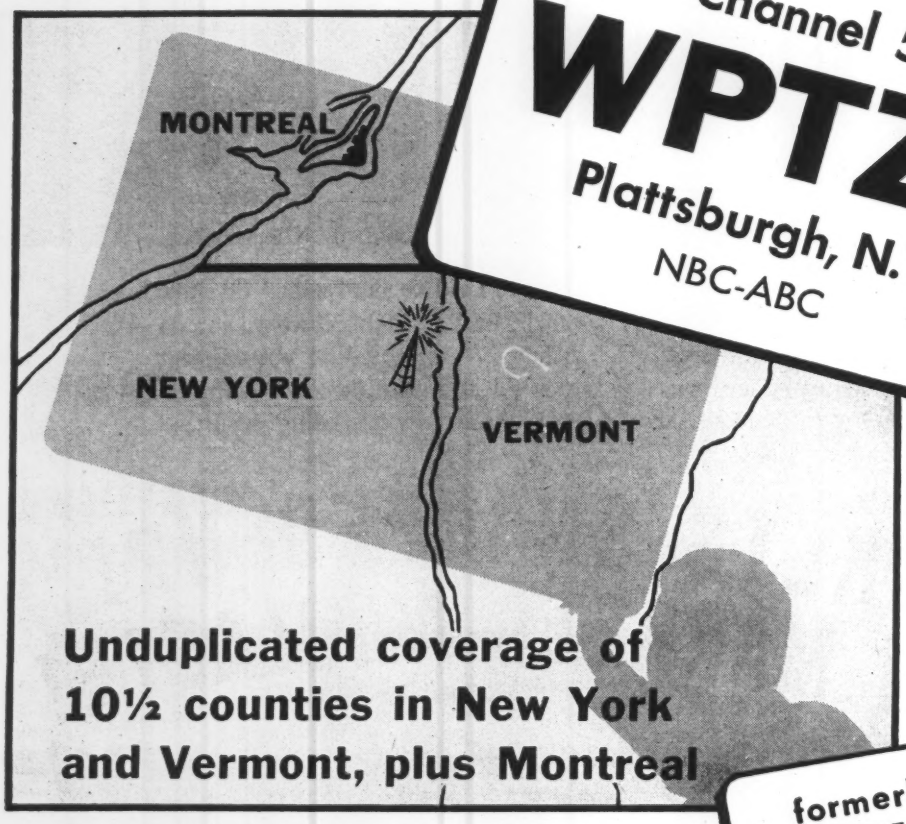
tpa sales builder

Other TPA quality shows which help you increase sales:

LASSIE • ADVENTURES OF ELLERY QUEEN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO • RANAR OF THE JUNGLE • FURY • SUSIE • EDWARD SMALL FEATURES • YOUR STAR SHOWCASE • SCIENCE IN ACTION • AND ON THE WAY: WALDO • TUGBOAT ANNIE • HAWKEYE — THE LAST OF THE MOHICANS • NEW YORK CONFIDENTIAL • . . . . . AND OTHERS YET UNTITLED.

NEW...CALL LETTERS

Channel 5
WPTZ-TV
Plattsburgh, N.Y.
NBC-ABC



Unduplicated coverage of 10½ counties in New York and Vermont, plus Montreal

formerly **WIRI-TV**

NEW...PROGRAMS

All of the top NBC-ABC shows, in addition to new local interest features, mean a . . .

BIGGER AUDIENCE

. . . at the same old low rates!

NEW MANAGEMENT

ROLLINS BROADCASTING INC.
General Mgr.: George L. BarenBregge
357 Cornelia St., Plattsburgh, N. Y.
Call Collect: Plattsburgh 3070

ATFD ASKS FCC TO OPEN COMPETITION, GIVE FILMS EQUAL CHANCE IN TELEVISION

Film distributors' organization tells Barrow committee Chain Broadcasting Rules should be amended to allow more competition in tv programming, time sales. It hits option time, high percentage of network shows in peak hours.

IN ITS FIRST official appearance, the newly-organized Assn. of Television Film Distributors (see story this page) went before the FCC's Network Study Committee (Barrow committee) to ask fair opportunity for its members in the television medium.

Specifically, the ATFD urged a cut-back in network option time and a limitation on the number of hours stations may devote to network programs. This is generally the same argument advanced by Richard A. Moore, president of KTTV (TV) Los Angeles, in his testimony before the Senate Commerce Committee in March. ATFD pointed out that it sought only a cut-back in option time.

(The preceding week, NBC had charged that five film companies, including the four charter members of ATFD, had been behind Mr. Moore's testimony. ATFD and Mr. Moore admitted exchanges of opinion, but both denied any sinister tieup and insisted his testimony was advanced independently [B•T, May 28].)

ATFD told the Barrow group that the source of present difficulty of distributors is the shortage of tv facilities, which ATFD said "enables 17 of the nation's largest corporations to monopolize 50% of the network programming and time offered to the American people, while the two major networks take up 93% of peak hour programming in all but a handful of U. S. cities." Accordingly, ATFD urged that the FCC's long-range objective should be creation of more tv stations, equally powered and of like frequency in the main population centers.

ATFD told the committee that the smaller, independent business firms of the country are being frozen out of peak viewing time by current tv practices. It said that independently-created programs can now be seen only in fringe time in 93 of the top 100 markets.

In asking revision of the present Chain Broadcasting Regulations, ATFD said that the network industry is inviting government regulation as a public utility when it asks "continued protection from competition."

Dean Roscoe Barrow, head of the study committee, termed last week's meeting with the distributors' organization as another in its pattern of seeking opinion from all segments of the television industry. He commented that the ATFD does not itself represent all elements of the distribution field (there are four companies represented at present; see story this page) and that other groups in the field will be asked to testify later.

Eight officials of the four ATFD charter members were present for the Barrow hearing last week. Among them were Harold C. Hackett, Seymour Reed and Herman Rush, Official Films; Milton A. Gordon and Michael M. Sillerman of Television Programs of America; Ralph Cohn and Burton Hanft of Screen Gems, and John L. Sinn, president of Ziv Television Programs. They were accompanied by Washington attorneys Paul A. Porter and Harry M. Plotkin.

In another session last week Dean Barrow's committee met with officials of AT&T to discuss long line charges for network interconnections. No other meetings with industry segments are scheduled at present.

NTA Chastizes NBC For 'Unwarranted' Attack

NATIONAL Telefilm Assoc., New York, last Friday urged all segments of the television industry to "stop bickering" and "work together for the benefit of all television," but at the same time advised NBC President Robert Sarnoff that NBC's counter-attack upon tv film syndicators was "unwarranted."

Ely Landau, NTA president, reminded Mr. Sarnoff that several weeks ago he filed with the Senate Interstate & Foreign Commerce Committee a brief defending network telecasting [B•T, May 7]. Mr. Landau added that although NBC's "Statement of Facts" did not single out NTA as [one of the] "members of this alleged cloak-and-dagger fraternity," he contended that "no such conspiracy exists . . . and we'd like to express the strongest possible indignation at your unwarranted attack."

Mr. Landau objected to NBC's "inference that film programming is undesirable, unoriginal, unexciting and unimportant as network broadcasting is concerned." He cited a long list of syndicated programs that have appeared on networks and added: "These programs owe their existence to such film sources like MCA, TPA, Ziv, Official Films, Screen Gems—not to the networks."

Mr. Landau also took exception to what he said was NBC's "derision" of feature films. He pointed out both viewers and advertisers have found that feature films "attract top audiences and move merchandise." Mr. Landau implied that some of NBC-TV's own spectaculars were "unoriginal," pointing out that the highly-publicized "Richard III" actually was a motion picture and "Peter Pan" was telecast "by the simple process of pointing cameras at somebody else's stage production."

Referring to NBC's observation that the networks had incurred large losses in television before reaching a turning point, Mr. Landau reminded Mr. Sarnoff that "NBC is a service of RCA." While NBC was "incurring these heavy losses," Mr. Landau maintained, RCA was "busily earning huge sums by manufacturing television sets, tv electronic equipment and collecting royalties on its many patents used in tv set production by itself and other manufacturers."

Policy, Plans Announced By Distributors' ATFD

ORGANIZATIONAL policy and future plans of the newly-formed Assn. of Television Film Distributors Inc. were revealed last week. The establishment of ATFD was announced formally on May 25 [AT DEADLINE, May 28]. Charter members are Official Films, Screen Gems Inc., Television Programs of America and Ziv Television Programs. (Also see story this page).

In a joint statement issued by officials of the four companies, it was said that ATFD was formed for the purpose of advancing the tv film industry, national and internationally. It added:

"ATFD has come into being as part of the natural growth and maturity of the television film industry. Joint problems will best be solved, we believe, by a strong, cohesive group. It is our plan to engage, as president, a nationally known and respected business personality. Other officers will also be announced shortly.

"ATFD will serve to promote, internationally, the common interests of our industry and to further the use of tv films, not only at home, but in the growing foreign market, where American television films are serving as good will ambassadors on an increasing scale."

The statement voiced the belief that ATFD will enable the tv film industry to cooperate more effectively with other trade organizations, such at NARTB, Assn. of National Advertisers and the American Assn. of Advertising Agencies, and to furnish "vitally-needed information about tv film to the public, networks, stations and local and regional advertisers throughout the country."

ATFD has been incorporated under the laws of New York State, the statement said. Membership is open to any television film distribution company and invitation to join the group shortly will be sent to eligible companies throughout the country. The joint statement was issued by Harold Hackett, chairman of the board of Official; Ralph Cohn, vice president and general manager of Screen Gems; Milton A. Gordon, president of TPA, and John L. Sinn, president of Ziv Tv.

The statement pointed out that ATFD had been developing since last January, when the companies first started to hold meetings.

Guild Films Stock On American Exchange

COMMON STOCK of Guild Films Co., New York, was admitted to listing and trading on the American Stock Exchange last Thursday. A total of 1,099,015 shares were listed for trading, opening at $3.50 per share and closing at the same figure.

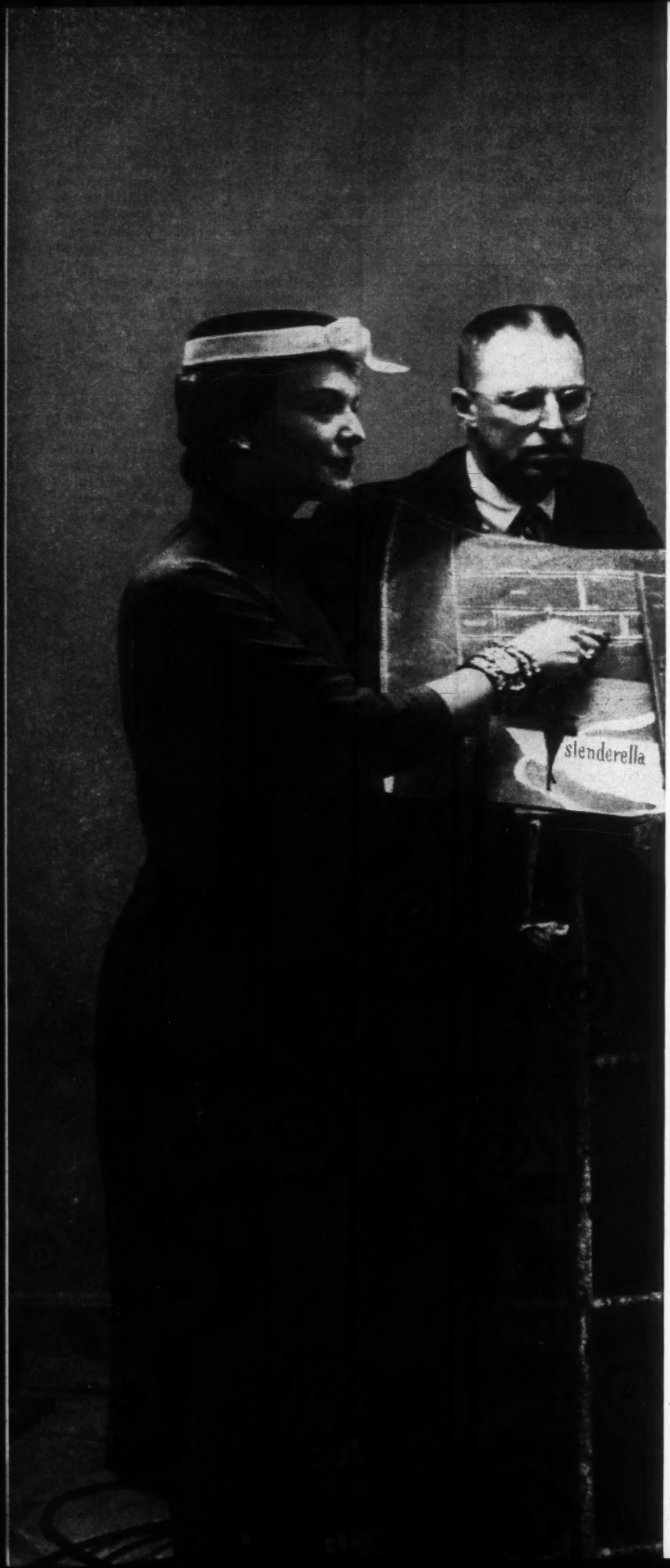
Guild Films spokesmen reported late Thursday that a total of 4,600 shares were traded during the day. Shares were offered through Gilligan, Will & Co., New York investment company. The stock of the company had been traded over-the-counter in the market since October 1954.

In papers filed with the American Stock Exchange and the Securities Exchange Commission, Guild Films Co. traced the financial history of the company since its inception on June 11, 1952. It reported that the original investment totalled $28,000 cash and $15,000 in loans. Guild Films assets, as listed in the application to the Exchange, were $5,581,282 as of Feb. 29, 1956. The company said it had no funded debt.

Guild Films pointed out in its filing papers that the first tv film production was *The Liberace Show* early in 1953. Since that time, it has produced or acquired exclusive distribution rights to 14 other programs, including *The Frankie Laine Show*, *The Goldbergs*, *I Spy*, *Confidential File* and *Florian Zabach Show*.

Officers of Guild Films are Reuben R. Kaufman, president and founder; Aaron Katz, vice president and treasurer, and Jane Kaufman, secretary. The board of directors consists of the company officers and William E. Walker,

(Continues on page 54)



Decision-makers
who direct nationwide
business expansion are

SOLD ON SPOT

Slenderella International and its agency, Management Associates, are sold on Spot as a basic advertising medium.

Three years ago, Slenderella, with 20 slenderizing salons in metropolitan areas, wanted (1) to increase the number of its service outlets and (2) to build new business in those already established.

Spot Radio was decided upon as the basic advertising medium!

Slenderella sent its message directly to women via local Radio personalities. To add the personal touch, all personalities were familiarized with Slenderella techniques through actual tours of the salons, and ad lib commercials were the rule.

Results? Lawrence L. Mack, president, says:

- *"We've found that Spot Radio is the most effective medium to build our service, market by market.*
- *"We now have 132 salons and expect to have 175 by the end of 1956.*
- *"We're living on our success with Spot!"*

Slenderella today spends more than twice as much in Spot Radio as it does in any other medium. Its advertising budget will be increased to make more use of Spot Television, but, says Mr. Mack, never at the expense of Spot Radio.

Find out now how . . .

NBC **SPOT SALES**

can build your sales in these 15 major markets:

NEW YORK, **WRCA, WRCA-TV** • SCHENECTADY-ALBANY-TROY, **WRGB** • PHILADELPHIA, **WRCV, WRCV-TV** • WASHINGTON, **WRC, WRC-TV** • MIAMI, **WCKT** • BUFFALO, **WBUF-TV** • LOUISVILLE, **WAVE, WAVE-TV** • CHICAGO, **WMAQ, WNBQ** • ST. LOUIS, **KSD, KSD-TV** • DENVER, **KOA, KOA-TV** • SEATTLE, **KOMO, KOMO-TV** • LOS ANGELES, **KRCA** • PORTLAND, **KPTV** • SAN FRANCISCO, **KNBC** • HONOLULU, **KGU, KONA-TV** • AND THE NBC WESTERN RADIO NETWORK

Left to right: ELOISE ENGLISH, Exec. V. P. in Charge of Operations, Slenderella International; BARNES COMPTON, JR., TV Sales Representative, NBC Spot Sales; L. L. MACK, Pres., Slenderella International; ROBERT HOWARD, Radio Sales Representative, NBC Spot Sales; SUZANNE WELLS, Pres., Management Assoc.; JAMES LIEBMAN, Exec. V. P. in Charge of Real Estate & Construction, Slenderella International.

Photo by Morris H. Jaffee

WHY ZIV IS GAMBLING MILLIONS IN TV FILM

There may be a place in television for live programming, but there's nothing that film can't do better. That was the response of Frederic W. Ziv, head of the radio and tv program companies bearing his name, to questions of B•T editors in the recorded interview reproduced below. In it he explains how, in 19 years, his business has grown from a small Cincinnati agency to become one of the largest in the program field.

Q: Mr. Ziv, I think we might start out by developing a bit of your background. I believe you pioneered in radio syndication using big name talent. How and when was that?

A: We started mainly because we felt that the local and regional sponsor didn't have opportunity to compete with his big competitor who could get on the network.

We started in 1937. At that time our firm was a small advertising agency in Cincinnati. We served the local and regional advertiser. We found that the local sponsor in radio could not get programs that would assist him to compete with his major competitors.

We approached radio with the view that the local baker, for example, was able to compete as far as buying trucks were concerned. He paid the same price. He could hire salesmen. He could hire bakers. But when it came to radio, he had no opportunity to compete. He had to be a poor second-rater. Yet, his product wasn't second-rate. And his position in the market need not be second-rate. So we felt that we were rendering a very genuine service in producing shows for the local and regional sponsor.

At that time, the production of a show was a big gamble. And yet, the very thought of syndication, where you permit a sponsor to pay maybe one one-hundredth of the cost of production, we felt rendered a very genuine service to the local advertiser. We expressed that to him when we went to see him. We said, "This show costs X number of dollars and you can buy it in your market for one one-hundredth of that cost."

In a larger city it might have been one-fiftieth of the cost. We attempted to price the markets based on several factors that we knew: one, the population of the retail trading area; two, the retail dollar sales in that area. These figures were available. Another was the competitive condition of a market as stations were concerned. Originally, we served mostly the local advertiser, but soon we were serving the regional advertiser as well. Now, a regional advertiser can be someone who covers anywhere from two cities to 20 states or more, anyone who perhaps was not able to get a network show. Once we started serving the regional advertiser who approximated in coverage the network type of marketer, it wasn't long before we felt that perhaps we should also give some consideration to the national sponsor.

Q: You thus became Ziv Radio Programs Inc.

A: That name was Frederic W. Ziv Co.

Q: And then you got into television?

A: That's right. I think 1947 was the year in which we incorporated Ziv Television Programs Inc.

Q: Did you follow the same sort of pattern in television that you used in radio?

A: Well, the first thing we learned in television—and this is what every station and everyone who has gone into television has learned—is that you have to throw away, dollarwise, everything you ever learned about radio. Because the number of dollars involved is so far greater. It seems to me as a general average, we perhaps pay five times as much for a half-hour film show as we ever did for a transcribed radio show.

Q: Before we go into television, I'd like to ask another radio question: What do you regard as the future of radio program syndication?

A: I think radio is a very important medium. There's no reason why we shouldn't have it with us for many, many years. Many stations are doing better than they ever did. Program interests run in cycles. Quiz programs come up and go down. Some other type of program comes up and goes down. At the moment, radio seems to be music-and-news-conscious. I have no fault to find with that whatsoever. We have a department called the World Broadcasting System which has over 1,000 subscribers and serves more radio stations than any program service has ever served. It's enjoying better business than it ever enjoyed. It's a really wonderful service to the stations and we have letters and, what's more important, renewals to prove that the stations feel that way.

Q: That's both library and syndication?

A: That's right.

Q: Do you see any change, any trends away from the music-and-news formula? Do you see anything else developing in this radio syndication field?

A: I don't think it would be good for us to divulge our plans before we're ready to announce them to the industry.

Q: Moving to television, from the very outset of your film operation, didn't you also shoot everything that you originally did in color?

A: We have maintained a policy from the outset right straight through to today of shooting a great deal of our product in color. The *Cisco Kid,* for example, has been produced in color for six consecutive years.

Q: Your programs are all on film, aren't they?

A: Our particular position in the industry is production of programs on film. I don't think that any firm should be all things to all people and all branches of the industry. We have selected the particular branch of the industry we think we fit, which is the production of programs on film.

Q: Will this new Ampex tape apply to your business?

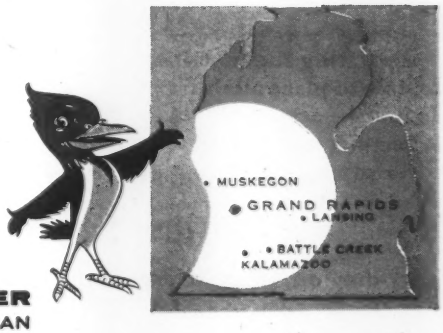
A: Obviously, we're in favor of every technical and technological improvement that can be made. Also, whenever something comes along that serves the public better, we're not even going to get a vote on it. The public is king. The public's going to decide what they'll have and we hope that we can be flexible enough to move with the tide, as long as it's something that we believe in.

Q: NARTB is developing a plan to invite film producers to subscribe to their Television Code on an associate basis. Would you be interested in that?

A: Yes, we have pioneered in cooperation with the NARTB Code. In fact, from the very first day that the NARTB Code was published, every Ziv film has been made in strict conformance with it. I'm in

WOODLAND-TV *is* BIG *territory!*

Hot? You bet! WOODland-TV is one of the country's hottest markets. You'd expect it, too, with a set count of 562,875 and a '55 sales record of $176,855,000 for appliances and general merchandise. It's Western Michigan . . . the country's 18th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us how to heat up *your* sales.



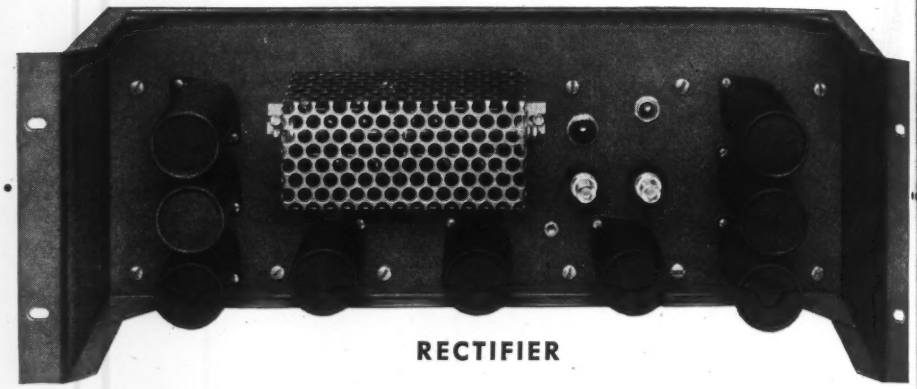
WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

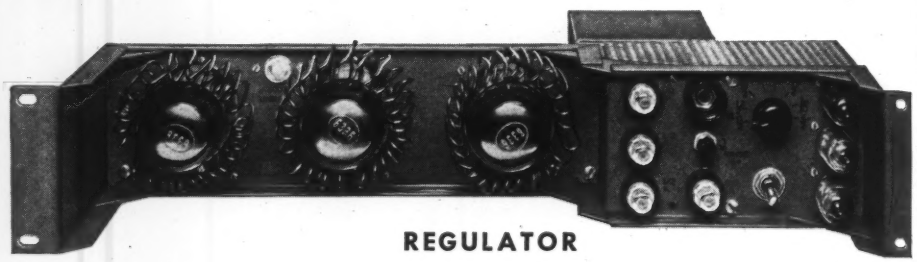
New! Space-Saving

These Advanced Features:

- Compact—requires only 10½" rack space.
- 1500 ma output at 280 volts regulated.
- High efficiency. Less power lost as heat.
- Uses only 6 tubes.
- New high-efficiency germanium rectifiers.
- Two-chassis construction for maximum flexibility.
- Only $675 complete.



RECTIFIER



REGULATOR

New RCA WP-15 Power Supply

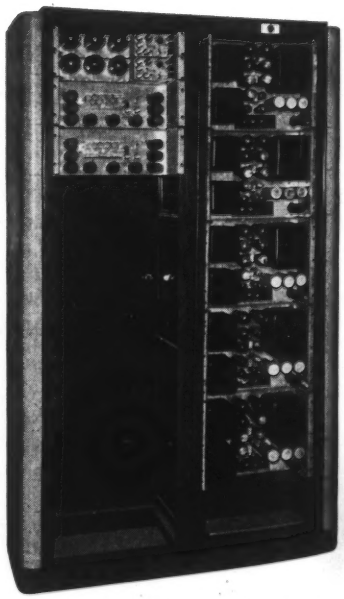
highlights two-chassis construction. The rectifier chassis contains all the rectifier and filter elements. The regulator chassis contains a full complement of 6 tubes and regulating elements.

System Simplification

By separating the functions of rectification and regulation it has made it possible to place all the rectifier chassis at one location. Regulator sections can thus be arranged in a location adjacent to equipment loads. If desired the rectifier and regulator chassis can be mounted together as a complete power supply, occupying only 10½" space.

New Safety Features

Heavy-duty on/off switches are provided on both rectifier and regulator. Both can be remote controlled from regulator, eliminating presence of high voltage when the regulated voltage may be off. Indicating type fuses are used in ac power input line. Each regulator tube is individually fused to prevent overload in case of failure of any other regulator tubes. Indicator lamps on front and rear of both chassis warn of presence of high voltage. Entire power supply is completely covered to prevent contact with terminals carrying high voltage.

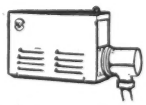
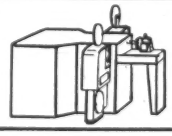
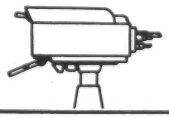


Two WP-15's (mounted at left) are equivalent to five WP-33B's.

RCA Power Supply WP-15

Up To 70% Reduction in Rack Space
Priced at Only 45c per Milliampere!

Check and Compare! Use this chart to find out your own savings potential.

EQUIPMENT USED	PREVIOUS POWER SUPPLY AND SPACE NEEDED	POWER SUPPLY AND SPACE NOW NEEDED	WP-15 SAVING
 TK-21 Black and White Film Camera	2 WP-33B's 28"	1 WP-15 10½"	17½"
TK 11/31 Black and White Live Camera	2 WP-33B's 1 580D 38½"	1 WP-15 10½"	28"
 TK-26 Color Film Camera	2 WP-33B's 3 580D's 59½"	2 WP-15's 21"	38½"
 TK-41 Color Live Camera	3 WP-33B's 2 580D's 63"	2 WP-15's 21"	42"

NOTE: Comparisons are based on the number of WP-33B and 580D power supplies necessary to provide 1500 ma.

High current capacity, small size, light weight and lowest cost per milliampere make the WP-15 excellent in television broadcasting, closed circuit and laboratory applications. Your RCA Broadcast and Television Sales Representative will be glad to supply additional information. IN CANADA: write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

favor of operating this television medium for the public, recognizing that it's a medium for family entertainment in the home. There has been no medium to my knowledge that has quite the impact or quite the coverage for family entertainment in the home. Now I think we, as film producers, ought to make certain that we produce film that is planned for family entertainment in the home.

Q: Do you have a continuity acceptance procedure in your company?

A: Yes, of course we do. First, every script and film must conform with the NARTB Code. Second, we maintain our own do's and don'ts as far as script and production are concerned. And third, because conformance with any code is a matter of opinion, we submit our scripts and then our film to one of the major netsworks who very kindly cooperates with us in making sure that they agree that our films satisfy their requirements as well as the Code.

Q: What effect is the release of motion picture feature film in greater and greater quantity going to have on television program structure and on the market for programs?

A: I'd like to come back to the very same thing I said before. The public is king. What does the public want? So far, it seems that the rating services give the best indication of what the public wants. We've examined these indications in great detail. To my way of thinking, and from the examinations that we've made, we feel that the public has voted for our type of product.

In many markets feature film runs in direct competition with our product. For example, in Denver, according to ARB for January, our own *Highway Patrol* runs in direct competition with feature film —at the same hour of the same day—and our show rates 28.6; feature film, 1.9. In Los Angeles, *Highway Patrol* rated 20.4; feature film, 2.2 and 0.7. Or examine our *Mr. District Attorney* program. In Denver last January 1, ARB rates *Mr. D. A.* 21.4, versus feature film's 2.0. In San Antonio, Pulse for January rates *Mr. D. A.* 22.5, versus feature film's 2.3. In Milwaukee, Pulse for January rates *Mr. D. A.* 17.5, versus feature film's 6.9.

ZIV SHOWS VS. FEATURE FILMS

Take *I Led Three Lives,* or *Science-Fiction Theatre,* or *Cisco Kid,* the story's the same and the list is endless. If anyone wishes to study rating after rating in market after market where Ziv-Tv telefilm runs in direct competition with feature film, they will find that the results are simply overwhelming. It seems to me the public has voted, has let it be known that they prefer to see *Highway Patrol* or *Mr. District Attorney* or *I Led Three Lives* rather than whatever feature film is telecast opposite it.

Now some of the feature product runs in off hours, after midnight perhaps, when ratings are not quite so available. I think that feature film can properly be used at those hours, provided it is product that is suitable for family entertainment in the home. You must realize that this is not what was on the minds of those producers. They produced pictures that would sell tickets at the box office. I have no quarrel with them. Just this question: Is this product suitable for family entertainment in the home? Some of it is. Some of it is not.

Q: Have you had any complaint about violence?

A: We avoid violence in our shows, just as we avoid sex and horror and some of the other things that theatrical producers state sell tickets at the box office.

Q: The ratings you cited above were for your first run shows versus feature film. I don't think anyone questions that your first run shows rate far higher than features but how about reruns?

A: Rerun programs are probably the most under-rated programming on tv today. Let me show you. *Boston Blackie* in Cincinnati on WLWT (TV) at 10:30 p.m. in its fourth run rates 15.1, according to ARB for September 1955, higher than *Sid Caesar, Wyatt Earp, Warner Bros. Presents.* In Boston, *Boston Blackie,* third run on WNAC-TV Friday at 10:30 p.m., rates 23.0, according to ARB for November 1955, higher than its competition, *Cavalcade of Sports,* and higher than many network shows including *Dragnet, Kraft Theatre, Big Town, Father Knows Best,* etc. I could go on and on citing figures which prove that rerun programs frequently rate higher than first run and, almost without exception, rate higher than competing feature films.

Q: Do you think that the trend will be toward more specialized production for tv?

A: I certainly do. If I didn't think so, we would not have purchased a television picture studio. We have a large plant on the West Coast—a studio that has been appraised at well over $2.5 million. We have a thoroughly equipped plant. We have seven huge sound stages. We have our own department for every part of film production and processing. We employ several hundred technicians in Hollywood fulltime on that lot making pictures. We wanted to make one picture one day of part of our lot and we asked the people there at the particular time to come out into an open areaway so that we could take this picture. They couldn't all fit. I think there were about 375 technical people, not including actors, employed right there at that time.

Q: Would it be a fair question to ask what your overall operating budget is?

A: We produced last year, if my memory serves me correctly, 256 half-hour films of our own. You gentlemen have published in your magazine what the average half-hour picture costs to produce. You can arrive at your own total.* It's possible to produce pictures at several different prices. But this is for sure. Our costs are only going one way and that's up. I'm not talking about raw stock costs. I'm talking people and union minimums. You'll be amazed how the costs of our pictures have risen.

Q: Is the Hollywood report true that you have instituted what is considered one of the best production line methods of making pictures—so that they are produced most efficiently and expeditiously, with no waste time?

A: Obviously, we're not making a product that can really be applied to production line manufacturing. Let's just talk about the writing of a program. Wouldn't it be wonderful if there were a production line way to turn out a script? But there isn't. There's only one thing that gives you a script: talent, blood, sweat and tears. There's just no substitute.

Everybody you meet in Hollywood, including the newsboy on the corner, will tell you script is a problem. If you've got a great script, you know you're certainly going to have a good picture. If you have a bad script, under no circumstances are you going to have a good picture. Given a fine script, mutilate it as you wish on the stage, you're still going to have a good picture. If you have a bad script, dress it up as you will on the stage, you're not going to have a good picture.

Now, the next thing that helps a picture is casting. There are parts to fill. Who looks the part? Who can play the part? We have had remarkable success in casting. Broderick Crawford's magnificent performance in *Highway Patrol* is not all script and direction. A gigantic portion was the creative casting of this star with this part. Likewise, David Brian as *Mr. D. A.,* and Richard Carlson in *I Led Three Lives.* Casting is not a production line thing.

Sure, we have carpenters and we make scenery and we haul scenery and move scenery and paint scenery and let's hope that we're smart enough to get the most out of production values with as little expenditure as possible or proper. But it would be a mistake for anyone to say that the production of pictures can be a production line thing. It's a highly specialized, highly creative effort.

Q: Everyone's heard about the wasteful methods in motion picture production, with stars and extras standing around day after day waiting while cameramen and technicians are adjusting things. Isn't it true that your company has been able to apply some sense of efficiency to that sort of thing and eliminate much of what was considered a normal part of motion picture production costs?

A: I don't think it would be proper for me to accuse anyone else of waste. I'd better just stick to our own company. I'm sure we

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*** EDITOR'S NOTE: B•T did. Minimum cost of producing a half-hour syndicated film program was put at $22,500 by Leslie Harris, vice president and general manager, CBS Television Film Sales [B•T, Nov. 8, 1954]. Applying that figure to the 256 films produced by Ziv in 1955 would give a rockbottom figure of $5,760,000 for the year, with the probability that the company's actual production expenses were considerably in excess of that amount.**

The Proud Inheritance . .

. . the proud inheritance of a courtly people, generous with friendship, zealous in their traditions — yet competent in the art of practical living — today blends with modern skills to speed the progress of our new industrial South.

Here in Richmond, center of Southern progress, WRVA-TV combines the rich inheritance of WRVA Radio's 31 years of broadcasting experience with leadership . . . with awareness of community responsibility as Richmond's newest television station. And Richmond television families are registering their appreciation by faithful allegiance to Channel 12. Their friendly response is a mark of esteem on which we place the highest value.

Represented by Harrington, Righter and Parsons, Inc.

WRVA-TV

Richmond, Va.

CBS Basic *Channel 12*

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

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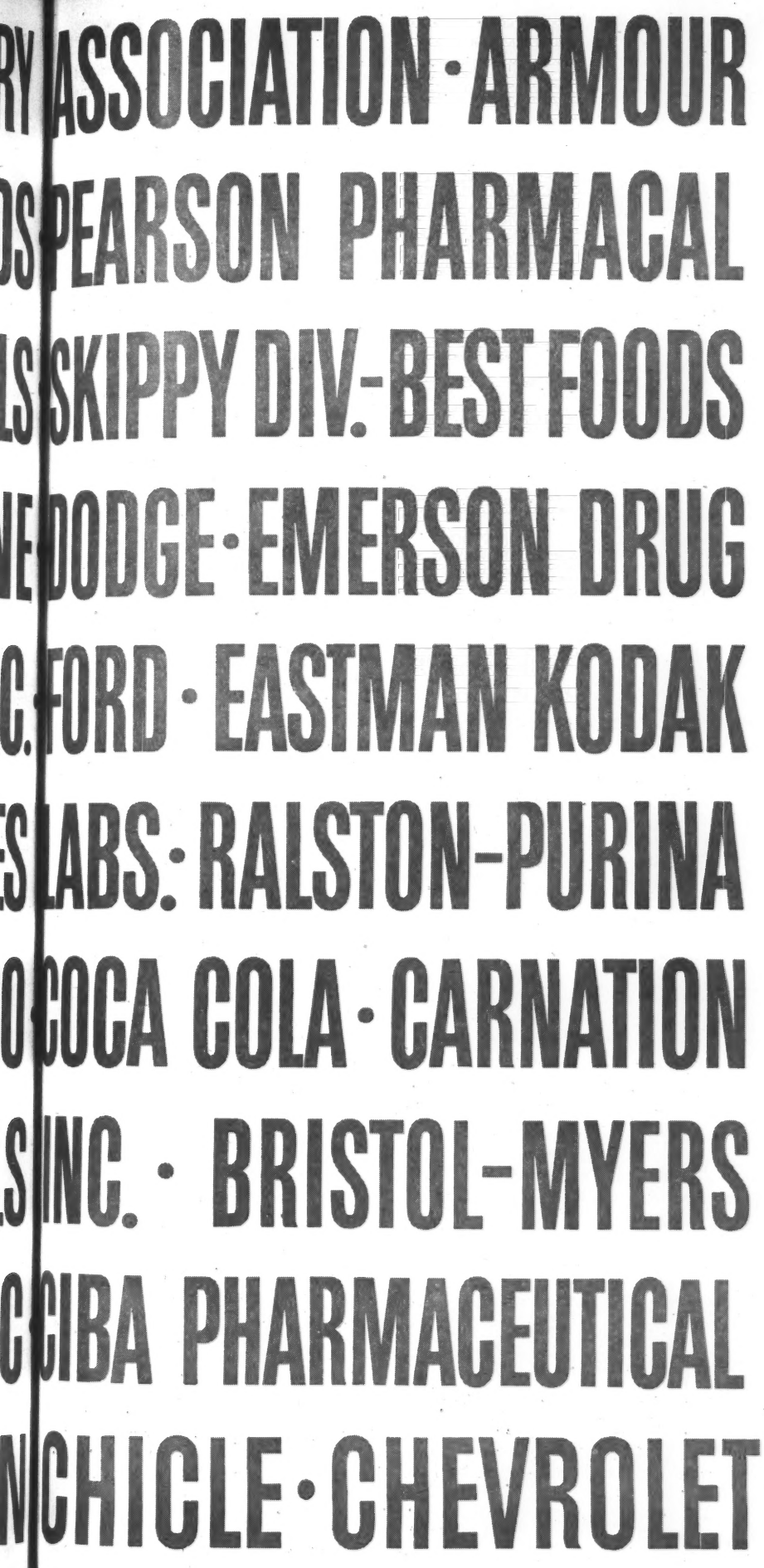
PROCTER AND GAMBLE · NABISCO
MOGEN DAVID · PHARMACEUTICALS
CHESEBROUGH-POND'S · LENTHERIC
STERLING DRUG · AMERICAN


RY ASSOCIATION · ARMOUR
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ES LABS.: RALSTON-PURINA
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BIG NAMES are the big news at ABC-TV. Here — in the proudest print that space permits — are the names of the companies that have *already* signed for sponsorship on ABC-TV's fall schedule. To each of these fine sponsors . . . and to their advertising agencies . . . ABC-TV sends sincere thanks and best wishes for a good season.

Aluminium Ltd. of Canada — J. Walter Thompson Co.
"OMNIBUS"

American Chicle Co. — Ted Bates, Inc.
"THE ADVENTURES OF JIM BOWIE"

American Dairy Association — Campbell-Mithun, Inc.
"DISNEYLAND"

American Motors Corp. — Geyer Advertising, Inc.
"DISNEYLAND"

The American Tobacco Co. — Sullivan, Stauffer, Colwell & Bayles, Inc.
"THE AMAZING DUNNINGER"

Armour & Co. — Tatham-Laird, Inc.
"THE MICKEY MOUSE CLUB"

Skippy Peanut Butter Division of The Best Foods, Inc. — Guild, Bascom & Bonfigli, Inc.
"YOU ASKED FOR IT"

The Bristol-Myers Co. — Doherty, Clifford, Steers & Shenfield, Inc.
"THE MICKEY MOUSE CLUB"

The Carnation Co. — Erwin Wasey & Co.
"THE MICKEY MOUSE CLUB"

Chesebrough-Pond's, Inc. — McCann-Erickson, Inc.
"THE ADVENTURES OF JIM BOWIE"

CIBA Pharmaceutical Products, Inc. — J. Walter Thompson Co.
"MEDICAL HORIZONS"

The Coca Cola Co. — McCann-Erickson, Inc.
"THE MICKEY MOUSE CLUB"

Derby Foods, Inc., and Swift & Co. — McCann-Erickson, Inc.
"DISNEYLAND"

Dodge Division, Chrysler Corp. — Grant Advertising, Inc.
"THE LAWRENCE WELK SHOW"

Dodge Division, Chrysler Corp. — Grant Advertising, Inc.
NEW LAWRENCE WELK PROGRAM

E. I. du Pont de Nemours & Co. (Inc.) — Batten, Barton, Durstine & Osborn, Inc.
"DU PONT CAVALCADE THEATER"

Eastman Kodak Co. — J. Walter Thompson Co.
"SCREEN DIRECTORS PLAYHOUSE"

Emerson Drug Co. — Lennen & Newell, Inc.
"MASQUERADE PARTY"

The Firestone Tire & Rubber Co. — Sweeney & James Co.
"VOICE OF FIRESTONE"

Ford Division of Ford Motor Co. — J. Walter Thompson Co.
"FORD THEATER"

Appliance & Television Receivers Division General Electric Co. — Young & Rubicam, Inc.
NEW PROGRAM

Housewares and Radio Receivers Division General Electric Co. — Young & Rubicam, Inc.
"WARNER BROS. PRESENTS"

Lamp Division General Electric Co. — Batten, Barton, Durstine & Osborn, Inc.
"WARNER BROS. PRESENTS"

General Mills, Inc. — Dancer-Fitzgerald-Sample, Inc.
"THE LONE RANGER"

General Mills, Inc. — Knox-Reeves Advertising, Inc.
"THE MICKEY MOUSE CLUB"

General Mills, Inc. — Dancer-Fitzgerald-Sample, Inc.
"WYATT EARP"

Chevrolet Motors Division General Motors Corp. — Campbell-Ewald Co.
"CROSSROADS"

Mattel, Incorporated — Carson, Roberts, Inc.
"THE MICKEY MOUSE CLUB"

The Mennen Co. — McCann-Erickson, Inc.
"THE WEDNESDAY NIGHT FIGHTS"

Miles Laboratories, Inc. — Geoffrey Wade Advertising
"JOHN DALY AND THE NEWS"

Mogen David Wine Corp. — Weiss & Geller, Inc.
"TREASURE HUNT"

National Biscuit Co. — Kenyon & Eckhardt, Inc.
"RIN TIN TIN"

Olin Mathieson Chemical Corp. (Lentheric) — Grant Advertising, Inc.
"MASQUERADE PARTY"

Pabst Brewing Co. — Leo Burnett Company, Inc.
"THE WEDNESDAY NIGHT FIGHTS"

Pearson Pharmacal Co., Inc. — Donahue & Coe, Inc.
"THE AMAZING DUNNINGER"

Pharmaceuticals, Inc. — Edward Kletter Assoc., Inc.
"THE ORIGINAL AMATEUR HOUR"

Procter & Gamble Co. — Compton Advertising, Inc.
"WYATT EARP"

Ralston-Purina Co. — Guild, Bascom & Bonfigli, Inc.
"BOLD JOURNEY"

R. J. Reynolds — William Esty Co.
"WIRE SERVICE"

The S. O. S. Co. — McCann-Erickson, Inc.
"THE MICKEY MOUSE CLUB"

Sterling Drug, Inc. — Dancer-Fitzgerald-Sample, Inc.
NEW PROGRAM

A few of television's most exciting buys are still available. Most important, they can be scheduled in excellent time slots. We think you'll agree that this is *your* year for ABC-Television.

ABC TELEVISION NETWORK

do things you would consider waste motion. If you stood on our stage and watched us make a picture, you would say, "Why, these people aren't hurrying. It's a leisurely activity," because you're not going to find people in a frenzy. How would we produce a fine product, if we were in a frenzy?

But we have made a lot of pictures. I told you we made 256 half-hour pictures last year. Compare this with one of the majors who, I recently read, announced 19 features for a year. We produce a lot of product. We have learned a lot of shortcuts. We have learned how to put more on the screen with less waste motion, because finally we're aiming just at one thing: how to get the most quality on the screen, so that the public will love it and will vote for it in the rating surveys.

Q: Do you have any thought of going into the production of theatrical pictures?

A: Yes. We have full intentions of producing theatrical pictures.

Q: Are you getting near the beginning of production of any?

A: Yes, we are. But I would not want to divulge these plans until we are ready to announce them to the trade.

Q: Do you plan to put more emphasis on the sale of product for network sponsorship than you have up to now?

A: I'd like to repeat that we have what in my opinion is an outstanding creative organization. This organization has the talent, the ability, the know-how to produce the kind of program the public has indicated it wants. These programs can go on the network, they can go local. We will produce both. We are not staffed in a way that makes it necessary for us to do one or the other. We are not staffed in a way that makes it necessary for us to slight one in order to do the other. We are staffed in a way that lets us do them both and do them not only to our satisfaction, but to the sponsor's satisfaction and the public's satisfaction, and this we intend to continue to do.

INTERVIEWEE ZIV faces the questions of these B•T editors in the recorded interview. Clockwise: Editor-Publisher Sol Taishoff, Managing Editor Edwin H. James, Senior Editor J. Frank Beatty. Not shown: Senior Editors Rufus Crater and Bruce Robertson.

Q: You've sold *West Point* to General Foods, haven't you?

A: That is true. It starts on CBS this fall, at 8 o'clock Friday night.

Q: Will *West Point* also be offered for spot and local sales in other markets?

A: No, it will not. It will be exclusively a General Foods product.

Q: If they'd wanted to sponsor it in a reasonably large number of markets, spot-wise rather than network, could they? Or had you earmarked this as desirable for network sponsorship?

A: If General Foods had decided to put this program on a market-by-market basis, we'd have been glad to work with them on that basis. When Carter Products, for Rise and Arrid, purchased *Mr. District Attorney,* they decided to place it on a market-by-market basis. We worked with them on that basis. Bromo Seltzer decided they wanted our *Science Fiction Theatre* on a market-by-market basis. We worked with them on that basis. The point I'm trying to make is that we are not a one-way-versus-the-other-way operation. We're happy to work and we have the talent, the resources and the personnel to work with both.

Q: In any studio operation as large as that which you describe in Hollywood, you obviously very seriously considered the location in advance of deciding where to put it. Why did you choose Hollywood over, say, New York?

A: I can't answer this for anyone else. They must make that decision for themselves. For us, Hollywood offered many, many advantages. The entire community has concentrated on assisting motion picture producers to turn out their product. If you want a dozen elephants on your stage tomorrow morning, you can have them in Hollywood. And if you can also have them in New York, I'm sure I can find something else that is difficult to obtain. There is hardly anything you can ask for that we can't have on our stage on short notice in Hollywood, because the entire community has been built to furnish this service.

Q: Is it your feeling, Mr. Ziv, that the entry of the networks in the television programming field has helped or hindered overall television programming?

A: I'm sure I've said this before and I may be repetitious, but programming is a highly creative game. It takes a lot of talents. The public is king. The more of us who can contribute our talents toward producing programs that will gain more and more viewers for television, the more the merrier. There should be no fence built around who can and who cannot create.

I understand that there is some talk about perhaps building a fence around network "control" of programming. "Control" is something different from "create." I think that anyone who is interested in a vital and growing industry wants all the brains we can get to contribute toward creative television. "Control" is probably a bad word in every industry and in every walk of life.*

Q: As one who has been in this television programming field from the start, what do you feel the ratio of live programming versus film will be, say two years from now, five years from now, ten years from now?

A: I won't say that there is no place in television for live. But certainly, there is nothing that film can't do better. I read in the technical journals that it's possible that one of these days we will have wall projection television, a picture not limited by the size of the tube but only by the size of your living room. This indicates a big picture, which means scope, breadth of picture. With film you can get outdoors. You can look beyond the small studio where most live productions are done. No, it's my opinion that the public is best served when they can get scope, when they can get outdoors. When we produce *Cisco Kid,* we want to go outdoors and have the program where the *Cisco Kid* rides. When we do *Highway Patrol,* we want to be out on the highway where Broderick Crawford, who is the *Highway Patrol* officer, is able to move. I believe Samuel Goldwyn is credited with having created the phrase "commotion pictures." There is a place for all that "commotion" means, and it seems to me that this can be done on film and can't be done live.

Q: Then you look for an increasing part of television fare to be on film?

A: Yes. I look for it to continue to get bigger and bigger and bigger and better and better and better.

*** EDITOR'S NOTE: Ziv Television Programs Inc. is one of four film companies which have formed the new Assn. of Television Film Distributors [AT DEADLINE, May 28], and which last week met with the FCC's Barrow committee to discuss various problems including charges of network domination of programming.** **(See FILM, Page 41.)**

SOUTHERN NEW ENGLAND, that is . . .

No tropical paradise, of course, but you'll get plenty of *exposure* for your sales message with WNHC-TV's 3½ million viewers . . . *exposure* where it *counts* — to viewers with better than 5 billion dollars in effective annual buying income...Viewers who chose WNHC-TV *first* in 433 of 514 quarter-hours surveyed.*

THAT'S A LOT OF EXPOSURE IN ANY CLIMATE!

Selling refrigerators to Eskimos is a neat trick, but look at the cost per thousand. Better check *our* cost per thousand, then *call your Katz man.* You'll get a warm reception with our Southern (New England) *exposure.*

**ARB 9-county survey, January 1956.*

COVERS CONNECTICUT COMPLETELY!

president, Walker Broadcasting Co. of Wisconsin; David Van Alstyne, Van Alstyne, Noel & Co., New York; George J. Demartini, Cohen Simonson & Co., New York, and Julian E. Keilus, Jacques Kreisler Jewelry Co., North Bergen, N. J.

39 New Episodes Scheduled For 'Dr. Hudson's Journal'

FILM PRODUCTION of 39 new episodes of the MCA-TV syndicated television series, *Dr. Hudson's Secret Journal,* will commence June 11, it was announced by Eugene Solow and Brewster Morgan, producers.

In conjunction with the announcement of resumed production, Wynn Nathan, vice president in charge of sales for MCA-TV Ltd. film syndication division, reported that an unprecedented number of new sales and renewals were consummated in the first day of selling last week.

The line-up of renewals and new sales include sale of the new group of films for 52 weeks to Wilson & Co., meat packer, for 29 cities covering 13 states. The deal was handled through Needham, Louis & Brorby, Chicago. Bowman Biscuit Co. through Ball & Davidson, Denver, has renewed for 52 weeks in 17 cities in the Colorado, New Mexico and Texas area.

New episodes of *Dr. Hudson's Secret Journal,* which will be filmed at California Studios, Hollywood, will follow the same general format although emphasis will be put on widening the scope of the series. The cast will remain the same. Peter Godfrey, who directed the initial 39 films, will direct the new episodes.

Production Council Formed By TCF for Better Films

AS PART of the overall policy of TCF Television Productions to develop better techniques and to produce the highest quality tv films possible, Irving Asher, executive in charge of production of the 20th Century-Fox subsidiary, last week announced the establishment of a special production council at the studio.

Members of the production council are Michel Draike, administrative executive of TCF-TV; John Brent, studio manager-controller; J. Paul Popkin, production manager, and Don Bohnhorst, budget supervisor. The production council will work with Mr. Asher in overseeing the planning of all operations to insure smooth flow of productions and the greatest efficiency.

An important function of the production council will be to develop improved tv film techniques by bringing together and utilizing the best in motion picture procedures and the best in television methods in order to make TCF-TV shows the best possible entertainment, Mr. Asher said.

Browne, Sanford, Rossiter Named to Screen Gems Posts

ADVANCEMENT of Frank Browne to southern sales supervisor of Screen Gems, New York, and the addition of Sandy Sanford and John Rossiter to the company's sales staff were announced last week by Robert H. Salk, director of sales.

Mr. Browne, who will work out of SG's Dallas office, joined the company in 1954 as a sales representative, resigning from WJTV (TV) Jackson, Miss., where he had been commercial manager. Mr. Sanford, previously an account executive with Wilding Pictures Productions, New York, has been assigned to the New York office. Mr. Rossiter, who served most recently as vice president of KBMT-TV Beaumont, Tex., has been named New England sales representative with headquarters in Boston.

WILSON & Co., Chicago, has signed for sponsorship of *Dr. Hudson's Secret Journal* in more than 20 major markets next season. Completing negotiations are (l to r); seated, Mark Cox, Wilson advertising director, and James Cominos, vice president and radio-tv director for Needham, Louis & Brorby Inc., which handles the account; standing, John Nagel, NL&B account supervisor, and Raoul Kent, MCA-TV, distributor of *Dr. Hudson* film series.

Creditors to Get Split In Sportsvision Assets

COMMON LAW assignment of the existing assets of Sportsvision Inc., Hollywood firm engaged in distribution of tv football films for several years, has been made to Los Angeles attorney David Blonder and a public hearing for all creditors will be held today (Monday) at Mr. Blonder's office, 608 South Hill St., the attorney told B•T last week. Mr. Blonder said the firm's unidentified principals have left Los Angeles and have left all remaining assets of Sportsvision with him as referee for pro rata distribution among creditors. As a common law proceeding in California, no court action is involved, he said.

C&L Plans Four Shows, New Offices in Dallas

CRAMER & LYDECKER Productions, Hollywood, in the near future plans to release four new transcribed syndicated radio shows for local and regional sponsorship. They include *Mr. Romance, Airport, U. S. A., Miss Fortune* and *Adventures of Robin and Rogers.* Rodney Rogers is featured in two of the shows.

The firm also announced that a new office will be opened in Dallas this summer and a New York office is planned by early 1957. Doug Cramer and Ralph Lydecker are co-presidents of C&L. David Cowles recently has been named national promotion director.

Masterpiece 'Clears' Films

MASTERPIECE Productions Inc., New York, announced it is advising tv stations that litigation involving a package of 25 motion pictures produced by Walter Wanger has been settled amicably and Masterpiece has obtained exclusive distribution rights for television, theatres and other exhibition purposes. The agreement was reached after more than five years of litigation involving Masterpiece, United Artists Corp. and Matthew Fox. Included in the package are "Long Voyage Home," "Stagecoach," "The Kansan," "You Only Live Once," "I Married a Witch" and "Foreign Correspondent."

UPA Outlines Training Plans For Staffing of London Studio

A FOUR-YEAR rotation plan for sending selected training units to its new studio in London, at three- to six-month intervals, was announced last week by UPA Pictures Inc., animated cartoon film company with studios in New York and Burbank, Calif. Units will consist of a writer-director, animator and color-design expert, with the plan to begin within the next four weeks, Stephen Bosustow, UPA president, stated.

"The rotation of personnel should assure that, within a maximum period of five years, our London operation will be staffed virtually in its entirety by UPA-trained English artists, writers-directors, animators and animation cameramen," the UPA announcement stated.

Leo Salkin, writer-director from the Burbank studio, is now in London supervising the initial studio operation and the production of three English tv commercial announcements.

FILM SALES

Sterling Television Co., N. Y., report sales of *Bowling Time* to WMAL-TV Washington; *Movie Museum* to KTSM-TV El Paso, Tex., and WSJS-TV Winston-Salem, N. C.; *Public Prosecutor* to WWJ-TV Detroit, and *Tales of Tomorrow* to KQTV (TV) Fort Dodge, Iowa.

FILM DISTRIBUTION

Davis J. Varga, Varga Films, Houston, Tex., appointed distributor for Byron Nelson *Let's Go Golfing* and Van Coevering Production's *Adventure Out of Doors* film series in that area. **Everett Goodman,** Harry M. Goodman Productions, N. Y., named eastern representative for Nelson package. Appointments were announced in Chicago by Alfred D. Le Vine, who handles national distribution for both programs.

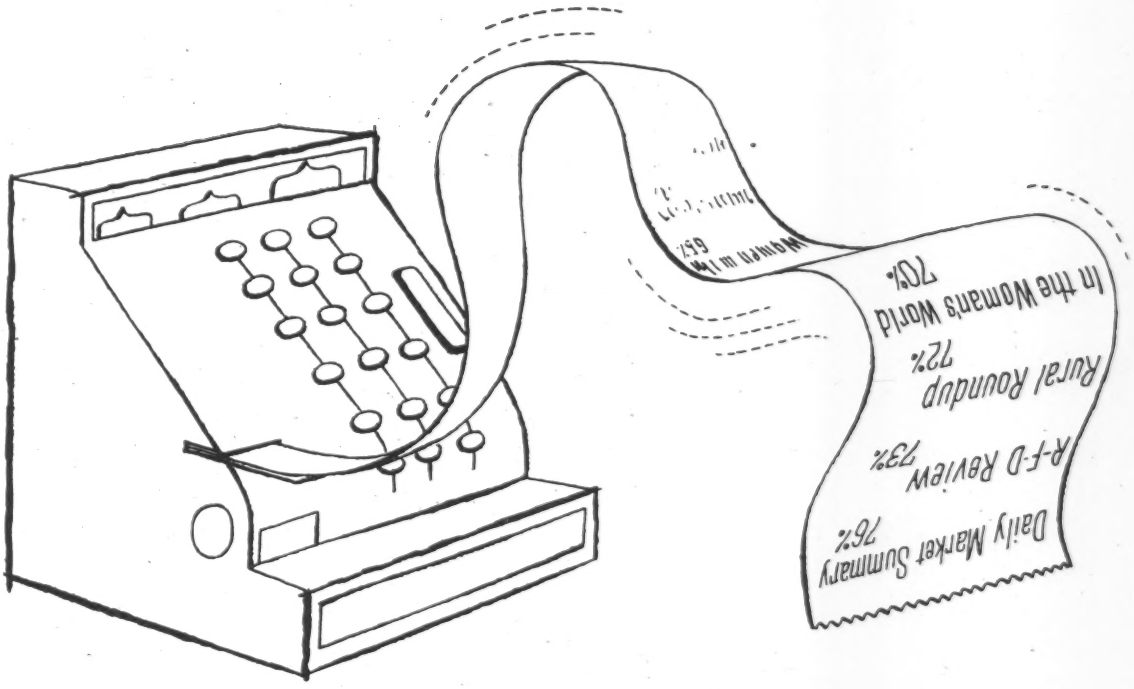
Wilbur Streech Productions, N. Y., has joined with R. L. Ramsey in marketing new *Rendezvous* series featuring people and sights of Europe.

Screen Gems Ltd. of Canada has been appointed Canadian distributor for Byron Nelson *Let's Go Fishing* tv film series. Firm has also acquired national rights to a new *Sports for the Family* quarter-hour series starring Bud Wilkinson, coach of U. of Okla., and produced by Bud Wilkinson Productions, Oklahoma City. Series covers football, basketball, tennis, track and other sports.

Association Films Inc., N. Y., making available free to tv stations 28-minute color film, "Harvest of Convenience," produced for General Foods Corp. and outlining story of food and food processing.

General Motors Corp., Detroit, offering on free loan 26 films, running from 9 to 55 minutes, and covering such subjects as safety and driver education, industry and sports. Films may be obtained from the company's public relations office film library, 1775 Broadway, N. Y. 19.

Medallion Productions, Hollywood, named national distributor for new tv film series, *Sew Easy,* producted by Home Craft Films of Glenview, Ill. Group includes 26 quarter-hours in color and instructs viewer in home sewing. Test market for series was Columbus, Ohio, where F&R Lazarus Department Store was sponsor.



sponsors by the thousands

$aleable features are a plus on the United Press newswire for radio and television.

145 feature scripts per week move on the U. P. audio newswire. All are sponsorable.

We've just surveyed all of the stations using United Press news.

The question: What is the sales record of U. P. features?

The answer, in percentage of sponsorship:

Daily Market Summary	76	Be a Sport	50	On the Record	42
R-F-D Review	73	Sizing Up Sports	49	Time Out	40
Rural Roundup	72	Man About the House	48	Hobby Time	40
In the Woman's World	70	United Press		Names in the News	38
Women in the News	65	News Analysis	48	Business World	38
Mainly for Women	64	In Movieland	47	Weekly Business Review	37
Great Moments in Sports	60	United Press		Today in Science	30
Speaking of Sports	59	Sunday Show	46	Religious News	27
Under the Capitol Dome	51	Calling All Drivers	45	Also special and year-end features averaging 55%	
United Press Commentary	50	Let's Take a Trip	44		

These are **PLUS** the full U. P. news report, providing the world's best coverage of the news*, on the world's first audio newswire.

Including 154 world news roundups per week.

United Press

FILM PRODUCTION

The Lone Ranger Inc., L. A., reports production underway on 39 color episodes of *The Lone Ranger* film series. Program will be seen beginning Sept. 7 on ABC-TV.

Dougfair Corp. and **Sol Lesser Productions,** Culver City, Calif., announces plans for new tv series based on "The Gaucho," movie which originally starred Douglas Fairbanks Sr. Firm hopes to start production in early August.

King Bros., Hollywood motion picture producer, in first venture in tv film production, announces preparations completed for filming *The Adventures of Sinbad the Sailor* series in Persia and Turkey. Production scheduled to begin June 5.

FILM RANDOM SHOTS

Cinepix Labs Inc., tv film processing company, moving to its own six-story building, 243 W. 55th St., New York.

Lux-Brill Productions Inc., Brooklyn, N. Y., producer of tv commercials and industrial films, has opened Manhattan office at 1733 Broadway, New York 19. Telephone: Plaza 7-1540.

Ben Hecht, Stuart Reynolds and **Frank Doyle** have formed White House Films Inc. for production of feature and tv films. Firm will headquarter at Ben Hecht Productions, Taft Bldg., Hollywood.

John G. Stratford, film producer who recently completed six-year project for U. S. government, has established John G. Stratford Corp. at 113 W. 57th St., N. Y. New firm will offer production and distribution services to tv and motion picture industries.

UPA Pictures Inc., Burbank, Calif., has purchased two-story buiding across street from studio, adding 21,500 sq. ft. of office space to present facilities.

FILM PEOPLE

Burton Freund, animation designer and director, Film Graphics Inc., N. Y., to Transfilm Inc., N. Y., as animator.

Mitchell M. Badler, sales research section, C&C Television Corp., N. Y., assigned to C&C adveristing-promotion-publicity department.

Norman Cerf, film director-editor, to Joyce International Pictures, new L. A. firm preparing tv series, as head of editorial department.

Hal Levy to Albert C. Gannaway Productions, L. A., as writer and production aide.

Lyn Murray, film composer-conductor, to UPA Pictures Inc., Burbank, Calif., as musical director.

Rene Robinson, formerly with Tommy Bartlett *Welcome Travelers* network series, to sales department of Fred A. Niles Productions, Chicago. **Bob Faro,** formerly with Walt Disney Productions, and **Niles Swanson,** *Chicago Tribune,* to Niles as artists. **Norm Thelan** named film editor.

Arthur E. Paterson Jr., editor-writer for CBS-TV Newsfilm Syndication, N. Y., father of a girl, Priscilla Ann.

James Sheldon, director, Screen Gems, Hollywood, father of boy, James Jr.

Walter A. Tibbals, Four Star Productions, L. A., elected president of Radio-Television-Recording and Advertising Charities for 1956-57, succeeding **Thomas C. McCray,** vice president and general manager, KRCA Los Angeles.

NBC-TV BUYS 50% OF MOVIE INDEPENDENT

Contract with Figaro Inc. and Joseph Mankiewicz adds film firm's services to NBC programming. Top NBC executives elected to Figaro board.

IN a move to boost the flow of quality program material, NBC-TV has bought half ownership of a top independent motion picture company with an expectation the investment will pay off in tv development and production.

As disclosed Thursday by Robert W. Sarnoff, NBC president, Figaro Inc., Hollywood, and its president, Joseph L. Mankiewicz, will furnish services to NBC such as the selection of program material, talent "and other elements" and "critical analyses and recommendations as to programming and production techniques." In addition, NBC will be granted a "favored position" in the telecast of all motion pictures produced by Figaro.

The agreement was long term and involved a simultaneous election of a new Figaro board of directors on which the names of top NBC executives appear.

An association between Figaro, Mr. Mankiewicz and NBC-TV had been long in the making [B•T, Nov. 14, 1955]. Under the arrangement, the network purchased 50% of the company that is known for its productions of "The Barefoot Contessa," and "Guys and Dolls," among other movies, and which only recently completed a pact with United Artists. The agreement of Figaro-UA provides for about nine new motion pictures, five of them to be produced, directed and written by Mr. Mankiewicz. UA would release them during the next four years.

NBC President Robert W. Sarnoff (l) and Joseph L. Mankiewicz at signing of contract whereby NBC purchased 50% ownership of Figaro Inc., independent motion picture production company of which Mr. Mankiewicz is president.

Figaro already is preparing two features for UA distribution: "The Quiet American," adaptation of Graham Greene's novel, to be written and directed by Mr. Mankiewicz and filmed in Saigon, Indo-China, starting early next year, and "Good Old Charley Faye," adaptation of a play originally presented in February on NBC-TV's *Kraft Television Theatre.* Felix Jackson will produce the "Faye" movie and George Roy Holl will direct, with shooting to start in Hollywood by the end of next month.

The new Figaro board includes Mr. Mankiewicz as chairman; Emanuel Sacks, RCA and NBC vice president; Bert Allenberg, executive vice president, William Morris Agency Inc.; Alan Livingston, president of Kagran Corp., a wholly-owned NBC subsidiary; New York attorney Abraham L. Bienstock; Earl Rettig, NBC-TV vice president in charge of services; Robert Lantz, Figaro vice president, and James E. Denning, director of talent and program contract administration, NBC. New officers of Figaro: Mr. Mankiewicz, president; Mr. Sacks, executive vice president; Mr. Lantz, vice president; Mr. Rettig, treasurer, and Richard Reiss (with Mr. Bienstock's law firm), secretary.

CBS-TV TO EXPAND ITS TELEVISION CITY

MULTI-MILLION-DOLLAR expansion was announced last week for CBS-TV's Television City in Hollywood, entailing the building of two additional studios and eight rehearsal halls. Also to be constructed is a nine-story office building to house administrative and creative personnel.

The new plans—a second phase in CBS-TV's original blueprint—were announced in Hollywood last week by J. L. Van Volkenburg, CBS-TV president, who explained that the additional facilities were needed because of an increase in program production requirements. He said programs have been added and the shows, themselves, generally have become longer and more elaborate. This growth in length and content has demanded more studio, rehearsal and production space.

Mr. Van Volkenburg noted that in New York also, the number of tv studios has increased from 15 to 22 in the past few years.

Television City, designed and built in 1952 specifically for tv, originally had anticipated expansion. Thus, even when the new additions are completed, the existing facilities need not be disrupted should still further growth be required. New studios will be equipped to handle color and black-and-white. It was pointed out that the office building will relieve much space now occupied by administrative and creative personnel but originally designed for production services.

Meanwhile, said Mr. Van Volkenburg, CBS-TV will follow through with its program of making use of recent technological developments, new operating procedures and equipment in an effort to increase the current capacity. As part of this, another studio now being used will be equipped for color, making a total of four studios so available on the West Coast.

The original designer of Television City, Pereira & Luckman, has been retained as architect-engineers and Knoll Assoc. has been appointed planner of office building space and interior design.

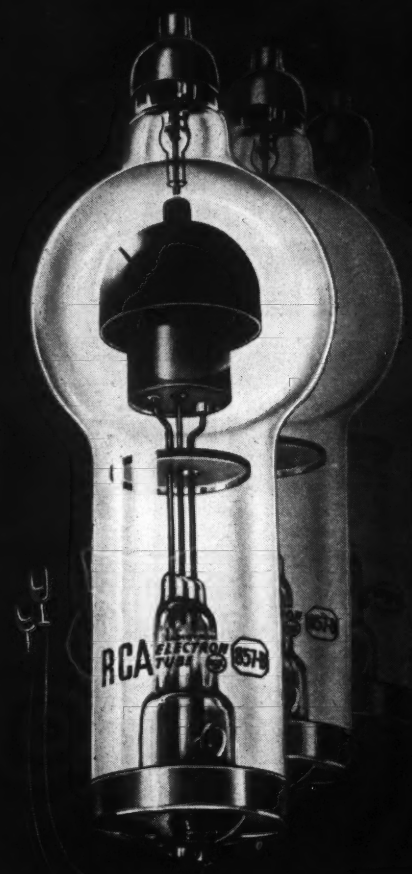
ABC-TV 'Film Festival' Goes On, Rates Go Up

ABC-TV's *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m.), whose future has been uncertain so far as the 1956 fall season is concerned, last week appeared definitely set to continue—and at higher rates.

The network issued a new rate card for the program, calling for an increase of approximately 20% in the costs of participations. Current rates range up to a top of $2,500 for one 60-second commercial and scale down to a low of $1,600. On the new card, the top goes up to $3,000 and the lowest net figure rises to $1,920.

Right from the logs of WBAL and WBAL-TV

9,827 Hours ON-AIR



...and going strong!*

How to get more hours from an RCA-857B

- Hold filament voltage at 5 volts—at tube terminals
- Hold condensed mercury temperature within minimum and maximum ratings
- Heat filament *fully*—let bulb heat—before applying plate voltage
- After transporting tube, do not apply plate voltage until you redistribute mercury (by heating filament)
- After idle periods, increase plate voltage *slowly*
- Keep RF out of rectifier compartment
- Utilize quadrature operation
- Adjust circuit breaker so that opening time does not exceed "fault" time
- Operate tube within RCA ratings; operate "spares" periodically

How to get more hours from an RCA-6166

- Hold filament voltage at 5 volts—at tube terminals
- Keep air-cooling system clean—to prevent tube and circuit damage caused by overheating
- If power amplifier uses spring finger socket contacts, make sure each finger is clean—and has ample tension for good contact (to prevent arcing)
- Handle RCA-6166 *carefully* to avoid damage through mechanical shock
- Operate RCA-6166 within RCA ratings; follow instructions packed with each tube
- Operate spare tubes periodically
- Test each RCA-6166 in actual operation as soon as you receive it

From WBAL/WBAL-TV, Baltimore, Chief Engineer William C. Bareham comes this message:

"We are very happy to make the following report relative to long tube life covering three RCA-857-B rectifier tubes which are going strong at 40,950 hours in our 50-kw AM transmitter, and three RCA-6166's in our 50-kw TV transmitter, which are still making power at 9,827 hours."

RCA "time-proven" tube designs are paying dividends like this for radio and TV stations everywhere—in lower operating costs, and lower cost per hour of operation. Your RCA Tube Distributor handles a complete line for broadcasters.

*Reported February, 1956

RCA®

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA, HARRISON, N. J.

...when you buy WTCN-TV!

The saying goes "You're known by the company you keep". Well, you'll be in *good* company on WTCN-TV!

More and more top advertisers are finding that WTCN-TV is their *best buy* in the important Twin City television market! They've found that to sell people . . . you have to reach people! And . . . WTCN-TV reaches LOTS of people every day! Check Pulse and ARB! You'll see that WTCN-TV is a powerful *selling* factor in the Minneapolis-St. Paul market! You'll be amazed, too, at the LOW cost-per-thousand! Like the other top advertisers on WTCN-TV, you'll find that . . .

You can't afford to overlook . . .

WTCN-TV Channel 11

"The Station of the Stars"

MINNEAPOLIS • ST. PAUL ABC Network

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

TV NO 'MAGIC VEHICLE' FOR POLITICS—MICKELSON

CBS news chief tells Washington Democratic women that the successful user will be one who masters its intricacies, complexities.

UNLESS it's wisely used, television may not prove to be the "magic vehicle" which leads the way to "the politician's utopia," Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, said in a speech prepared for delivery before the Women's National Democratic Club in Washington today (Monday).

He offered five "principles" for more successful use of tv by the candidates and their supporters.

"There is no doubt that television will be a tremendously powerful force but a successful user is going to be the one who masters its intricacies and its complexities," he said.

"Television is not the magic vehicle which cures all ailments, from creaking political machines to croaking candidates. It is much better taken only on prescription from a licensed practitioner of the art. Since it is expensive medicine it might as well be taken wisely, and this, I must point out, is in no way minimizing the dramatic impact of television or its crucial importance in winning political comrades."

Mr. Mickelson's five principles for more effective use of television:

"1. The candidate or the person appearing on his behalf should be himself. He should not hoke up the act with perfectly obvious histrionics.

"2. Remember that it is the whole impression through the campaign that counts, not just the impression created on one program.

"3. You can't create interest in your candidate or your program solely on the basis of the external trappings of showmanship which may surround the program. Interest, sympathy and understanding have to be created by the candidate himself or by the person speaking in his behalf.

"4. You can't think of television as purely a 'show' medium. It is a medium of communication just as are the newspapers, radio and the magazines, and not a vaudeville stage as some persons are sometimes tempted to think.

"5. Recognize television for the potent force which it is in the field of communicating ideas. Many politicians and government officials who would pay hard cash to buy television time for a dry speech would literally throw away better time by failure to include television news reporters and cameramen in their plans for coverage of an interesting news event or press conference.

"Television news asks no special favors. It insists on equal recognition and treatment alongside the older but less effective mass communications media. Those who get the most mileage from television will be those who learn this lesson early, as did President Eisenhower when he admitted television newsfilm cameras to his press conferences."

Mr. Mickelson offered one other suggestion: "Don't be afraid to ask for professional advice. The general manager or news director of your local television station will help you plan the most effective use of the medium, whether it be before live television cameras or before those devoted to filming news. On the national level, the networks frequently sit down with the responsible officials of the Democratic and Republican national committees to plan the most effective use of the medium, whether it be a relatively simple speech or a complicated, detailed operation such as the national conventions."

Mr. Mickelson reviewed for the Democratic women CBS-TV's own plans for coverage of the political conventions in August, which are expected to be witnessed or heard—via one radio or tv network or another—by some 120 million persons [B•T, May 14].

Horwich to Use NBC Stations For New Children's Programs

NBC has assigned Dr. Frances Horwich, supervisor of children's programs for the networks and creator-star of *Ding Dong School*, to make use of NBC owned stations to develop new children's programs. The new assignment is in step with NBC's policy "of keeping children's programs at the highest possible level," according to the network.

Dr. Horwich's assignment was made public by Charles R. Denny, vice president of NBC owned stations, and an official "welcome home" to WNBQ (TV) was expressed by Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ (TV) Chicago. Dr. Horwich will begin her experimental work on the tv station where her *Ding Dong School* show first started as a local program in October 1952, going on the network a month later.

In addition to her duties on the program, Dr. Horwich heads a Children's Program Review Committee, set up by NBC a year ago. Mrs. Douglas Horton, former president of Wellesley College and wartime director of the WAVES, and Dr. Robert F. Goldenson, psychologist and family relations expert, serve with Dr. Horwich on the committee. The committee in the past year has worked with producers of children's shows in introducing educational and cultural elements.

Under the current plans, *Ding Dong* will continue to emanate from New York, thus making Dr. Horwich a New York-Chicago commuter to observe progress from time to time on the experimental programs.

150th for 'Matinee'

INVESTMENT of nearly $3 million and hundreds of thousands of man hours of teamwork in NBC-TV's *Matinee Theatre* were highlighted last week by Executive Producer Albert McCleery upon receipt of an illuminated scroll from top NBC Hollywood officials honoring the work of the weekday color program's technical crew. The full hour live drama series marked its 150th consecutive program last week as Mr. McCleery acclaimed its commercial success. He said the series has effected "a true national theater for the U. S."

Begun last fall, *Matinee Theatre* in 30 weeks has involved production achievements a normal weekly live drama show takes four years to accomplish, Mr. McCleery said. The crew involves 250 people in addition to actors.

Since last fall, 1,495 actors have appeared, including more than 100 name stars. NBC Hollywood has interviewed over 4,000 actors for roles. Other achievements: seven tons of mimeographed scripts to date and 2,170 gallons of coffee consumed on the working stages.

Martha Rountree to Start New 'Press Conference' Show

MARTHA ROUNTREE, former co-owner, co-producer with Lawrence Spivak and moderator of NBC-TV's *Meet the Press*, will return to network television after a two-and-a-half year absence July 4 with *Press Conference*, a weekly series featuring top news-makers and reporters. The series, to be seen Wednesdays, 8-8:30 p.m. EDT, replaces *Screen Directors' Playhouse* and will be sponsored by Corn Products Refining Co. (syrups, starches and pills), through C. L. Miller Co., both New York.

Miss Rountree sold her interest in *Meet the Press* to Mr. Spivak in September 1953. *Press Conference*, it was reported last week, will be carried over one of the largest groups of stations ever assembled for a news program and will emanate from Washington, with telecasts scheduled direct from the major political conventions, to be held in Chicago and San Francisco.

Mr. Spivak told B•T Thursday that *Press Conference* was originally conceived during Miss Rountree's association with him and that it made its first tv appearance on a limited basis during the 1952 political conventions in Chicago as *The Nation's Press Conference*. However, the program's rights reverted to Miss Rountree in the separation agreement signed by both parties in 1953.

Agreement with McGraw-Hill Offers 'Omnibus' to Schools

OMNIBUS goes to school: This in effect sums up an agreement between the tv-radio workshop of the Ford Foundation and the textfilm department of McGraw-Hill Book Co., which Executive Producer Robert Saudek and Albert J. Rosenberg, general manager of the McGraw-Hill division, are announcing today (Monday).

Under the arrangement, schools, colleges and other educational and civic organizations will have access to the program's backlog of features, with all sales and distribution rights handled by McGraw-Hill.

First of the features to be distributed will be this past season's three-part series on the U. S. Constitution, narrated by Boston lawyer Joseph N. Welch, and the five-part "Lincoln Series," the last of which was seen in early April.

Next season *Omnibus* will switch to ABC-TV, Sundays, 9-10:30 p.m. It formerly was seen on CBS-TV, Sundays, 5-6:30 p.m. One sponsor, Aluminium Co. of Canada Ltd., through J. Walter Thompson, has renewed the series for the next season. Two others, Scott Paper Co. and J. P. Stevens & Co., have not yet signed renewals. ABC-TV expects to sign a fourth sponsor for the series before it goes back on the air this fall.

NBC Makes Progress Report On Comedy Development Plan

IN A "progress report" on the network's year-old project of developing new comedy writers, NBC-TV revealed that it has hired nine writers and listed their contributions. Among those was the creation of half-hour situation comedy formats "of which *My Fabulous Friend* for Arnold Stang and Robert Strauss is, on paper, the most promising."

The writers also built a bank of comedy material for use on future shows, providing more than 100 comedy ideas, sketches and formats. In addition, they were called in to meet "program emergencies" on *Dateline U. S. A.*, *Wide Wide World* and *Salute to Baseball* and "for consultation on variety formats."

ABC FURTHERS PLANNING FOR NATL. CONVENTIONS

Staff of more than 350 to be used at both political gatherings in August. Possibility of near or actual overlap of conventions prompts plans for some duplicate equipment.

DETAILED plans on ABC's radio and television coverage of the Democratic and Republican presidential conventions were released last week by the network. The Philco Corp., Philadelphia, through Hutchins Adv., Philadelphia, last January signed for sponsorship of ABC's radio-tv coverage of the conventions and election day proceedings.

ABC plans a staff of more than 350 newsmen, production specialists and technicians at the conventions. Thomas Velotta, vice president and administrative officer, is in charge of overall planning and production for both events. John Daly, vice president in charge of ABC news, special events, sports and public affairs, will head a group of 30 news broadcasters and analysts assigned to the conventions.

Assisting in coverage plans are Francis N. Littlejohn, director of news and public affairs, and Donald G. Coe, director of special events and operations. Marshall Diskin is chief director. Technical operations will be supervised by Frank Marx, vice president in charge of engineering and general services, assisted by William Trevarthen, director of engineering operations.

The team of reporters and news analysts, who have drawn convention assignments, include Quincy Howe, Don Goddard, Leo Cherne, John MacVane, Martin Agronsky, John Edwards, Ruth Geri Hagy, Edwin D. Canham and John W. Vandercook.

In addition to the five pool cameras inside the convention halls in Chicago during the week of Aug. 13 and in San Francisco, starting Aug. 20, ABC intends to use 25 of its own tv cameras at each convention city. One of the special devices newsmen on the convention floor will utilize is Audipage, a receiver the size of a cigarette lighter, developed by Philco for the coverage. ABC also plans to use three mobile studio units in each city.

ABC is meeting the problem of possible overlapping of conventions by reducing to a minimum the tonnage of electronic equipment and number of personnel that will have to be flown from Chicago to San Francisco. The network said it has installed in both cities enough duplicate equipment and extra men to assure continuous coverage of either convention, should they overlap.

In the weeks preceding each convention, ABC is scheduling previews on radio and tv.

Sports Show Lengthened

ANOTHER 30 minutes have been added to NBC-TV's projected *Cavalcade of Sports* pick-up of the June 10th finals of the Palm Beach golf tourney from New Rochelle's Wykagyl Country Club, the network has announced. Originally scheduled from 4-5 p.m. EDT, the Sunday sports program will be seen until 5:30 p.m. Gillette Co., Boston, is the sponsor, through Maxon Inc., New York.

KMAC, KSYD Join MBS

AFFILIATION of KMAC San Antonio and KSYD Wichita Falls, Tex., with Mutual, effective last Monday, has been announced by Robert W. Carpenter, MBS vice president in charge of station relations. KMAC, which operates with 5 kw on 630 kc, is owned by Howard W. Davis, president, and KSYD (10 kw-D, 1 kw-N, 990 kc) is owned by Grayson Enterprises, of which Sydney A. Grayson is president.

Network 'Repeats'

MILLIONS of tv viewers apparently know a good "thing" on tv when they see it. CBS-TV last Tuesday announced Ed Sullivan would repeat on his June 10 show an animated short subject, called "A Short Vision," that was seen on *The Ed Sullivan Show* of May 27 and which stirred considerable interest.

The film grippingly (some newspapers called it chilling) portrayed the effect of an H-bomb (called "The Thing" in the film) when dropped on the earth. The film was placed near the end of the hour because Mr. Sullivan felt that by that time most children would be asleep. Phone calls and wires from viewers, newspapers and civic groups, including defense organizations, hailed Mr. Sullivan's action, with defense units asking for the film for private showings.

Also on Tuesday, NBC-TV said viewer response caused it to reschedule a film, "The Twisted Cross," the story of the rise and fall of Adolf Hitler, first telecast March 14, and which attracted an NBC-estimated audience of 34 million. The repeat showing is slated for June 12, 8-9 p.m. EDT.

Gleason Advertising Agency
NATIONAL ADVERTISING • MERCHANDISING
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February 17, 1956

Mr. J. Sandison
Station WISN
540 N. Plankinton Avenue
Milwaukee, Wisconsin

Dear Mr. Sandison:

We recently received air checks of the Kretschmer Wheat Germ commercials on the 'Ann Leslie' and 'Jack Denton' Shows.

Denton handled the commercial very competently -- we have no criticisms.

However, we think the Ann Leslie commercial was outstanding. She integrated her commercial into the format so expertly that her listeners might be unaware that they were listening to a commercial - but rather to a convincing recommendation from Ann personally.

This is the type of salesmanship that has rung the cash register for Kretschmer Wheat Germ in other markets, and we will be surprised if it does not do the same in Milwaukee -- so, please ask Ann to keep up the good work.

Cordially yours,

GLEASON ADVERTISING AGENCY
Peggy Van Camp
Peggy Van Camp
Radio-TV

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NEW YORK'S A HOT TOWN IN SUMMER...

especially for TV advertising!

Summer is *exactly* the right season to crack the New York market with your television campaign . . .

BECAUSE BETTER, HIGHER-RATED SPOTS . . . AND MORE OF THEM . . . ARE AVAILABLE TO YOU IN SUMMER THAN AT ANY OTHER TIME OF YEAR . . . AND AT A LOWER COST-PER-THOUSAND!

The reason: Seasonal advertisers vacate and make room for you in the best spots of a given time class. And important, too – summer's when you can nail down your franchise on premium availabilities before the autumn rush.

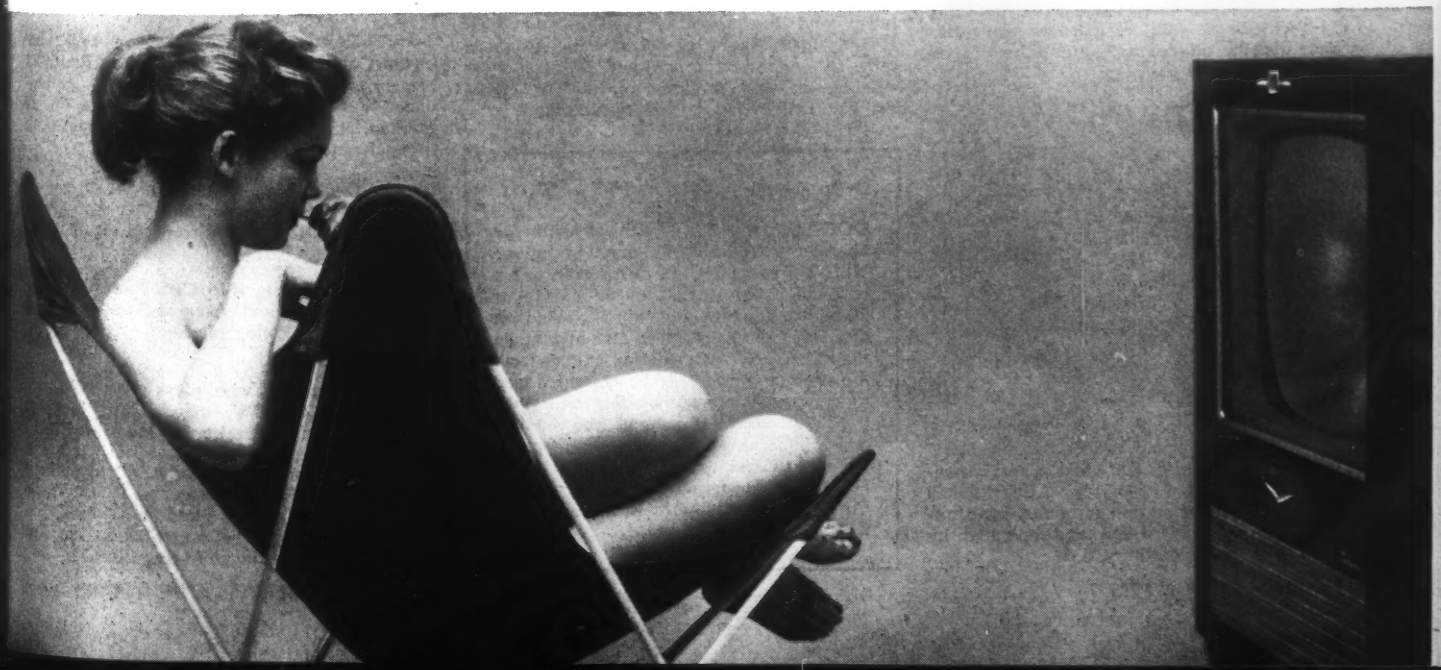
Which brings us to WRCA-TV, the station that gives an extra discount-on-top-of-discount this summer. It's a buy that can't be matched in all New York television!

THE 14/50 PLAN: Buy fourteen 10- or 20-second station breaks or unpackaged participations per week, and receive, *immediately*, a 50% discount on all those in D and E time!

52-WEEK "DOUBLE DIVIDEND PLAN": Buy a 14/50 Plan on a 52-week firm contract, and receive a June-September 13-week dividend matching your D and E time expenditure dollar for dollar, time for time, or a combination of the two!

Let our cool Sales Manager, Jay Heitin, amplify. Write . . . wire . . . best of all, call CIrcle 7-8300 . . .

WRCA-TV NBC TELEVISION'S LEADERSHIP STATION IN NEW YORK, SOLD BY NBC SPOT SALES



NBC-TV Gains Big Ten, Eastern Football Rights

SALE of regional tv football rights by the Big Ten to NBC-TV for an estimated $315,000 was announced May 26 by the conference's faculty members and athletic directors. The announcement confirmed an agreement "in terms" reached with the network early last month when NBC-TV also reported a sellout of the NCAA eight-game national tv schedule [B•T, May 14, 7].

A regional slate of five games will be televised on Sept. 29, Oct. 13, Oct. 20, Nov. 3 and Nov. 17. Under the agreement, a contest involving Notre Dame and a conference member will be carried. One-half sponsorship reportedly has been set for Sunbeam Corp., through Perrin & Paus Co., New York.

The conference is sounding out prospective advertisers and broadcasters on its filmed highlights program, to be sold to a key station in each state within the Big Ten area as an exclusive "states rights" package [CLOSED CIRCUIT, May 28].

NBC-TV also will carry a schedule of five eastern regional games, it was announced by Asa Bushnell, commissioner of the Eastern College Athletic Conference, and Tom S. Gallery, NBC sports director. The schedule is: Colgate vs. Cornell, Sept. 29; Penn State vs. Holy Cross, Oct. 13; Syracuse vs. Army, Oct. 20; Navy vs. Notre Dame, Nov. 3, and Yale vs. Princeton, Nov. 17.

Mutual's 'Game of the Day' Plans Second All-Star Poll

FOR THE second straight year, MBS will cooperate with Baseball Commissioner Ford Frick in polling baseball fans throughout the nation for selections in the annual All-Star baseball game, it was announced by Jack Burnett, MBS sports director.

Details on the balloting, which started last week, are being given on Mutual's *Game of the Day* broadcasts. Fans are being instructed to send their selections to the 365 MBS stations and 20 independent outlets carrying *Game of the Day*. The stations will forward their tallies to MBS headquarters in New York, which will turn over the compilations to Mr. Frick's office. In addition to the radio stations, some 300 newspapers outside of the station areas are cooperating in the project.

Mr. Burnett appeared on a closed-circuit hookup of Mutual stations last week, outlining to advertisers as well as listeners ways this project may be utilized as a promotional campaign for *Game of the Day*.

ABC-TV to Do 'Polka'

ABC-TV plans to add *It's Polka Time* to its summer schedule July 13, picking up the first 30 minutes of the WBKB (TV) Chicago program. The show will move from Monday, 8:30-9:30 p.m. (CDT) to Friday, 9-10 p.m. (CDT) on the July 13 date. Half of the folk music stanza now is sponsored by National Tea Co., through Rutledge & Lilienfeld Inc., Chicago, and the remaining half is sold to participating sponsors.

KHAM Joins ABC

KHAM Albuquerque, N. M., operating with 1 kw on 1580 kc, affiliated last Friday with ABC Radio, Rex A. Tynes, KHAM's general manager, and Edward J. DeGray, ABC Radio's national director of station relations, have announced. Station is owned and operated by Southwestern Broadcasting Co.

Thanks From Ike

JOHN LYNCH, managing editor of NBC-TV's *Today*, is the proud possessor of a thank-you letter from President Eisenhower. It all started last March when the President mentioned during a news conference that he agreed with many of the ideas proposed by Prof. Max William Salvadori of Williams College to combat European prejudice toward the U. S. and toward American capitalism. *Today* arranged to have Prof. Salvadori amplify his views on the program, but the President missed the feature. Mr. Eisenhower thereupon asked NBC Washington correspondent Ray Scherer to obtain a kinescope of the program. Mr. Scherer relayed the request to Mr. Lynch, who sent the film to the White House. Subsequently, President Eisenhower expressed his "sincere thanks" to the two newsmen for "your collaboration in making it possible for me to see the professor in action."

NBC-TV Series Set, Sold

TWO ADVERTISERS have signed for a half-hour live comedy series, Max Liebman's first such production, to premiere on NBC-TV Sept. 24. The program series, entitled *Stanley*, stars Buddy Hackett. Sponsors, alternating weekly, are Pall Mall cigarettes and Helene Curtis Industries Inc., through Sullivan, Stauffer, Colwell & Bayles, and Earl Ludgin & Co., respectively. The series will be placed three weeks out of four, 8:30-9 p.m. on Mondays, replacing a half-hour of *Caesar's Hour* (now 8-9 p.m. EDT), which moves to Saturdays, 9-10 p.m., in the fall. Fourth Monday will be given over to *Producers' Showcase* spectaculars.

'Woolworth Hour' Birthday

A ONE-HOUR PROGRAM devoted to live music and sponsored by an advertiser which was new to network radio only a year ago, was to celebrate its first year of continuous weekly programming on CBS Radio with yesterday's (Sunday) broadcast. During the milestone broadcast (1-2 p.m. EDT) of *The Woolworth Hour*, sponsored by F. W. Woolworth, various features will include special talent and the appearance of Arthur Hull Hayes, CBS Radio president. The program only recently won a citation as "the most versatile musical program on the air" from the National Federation of Music Clubs.

Morals, Ethics Via Tv

DOES the moral and ethical code for "human relationships" need restating? NBC-TV, which thinks so, is planning a new color film series—of 60-minute or 90-minute length—that will be based on the Ten Commandments for showing in the fall season. Outstanding writers from the literary world will be commissioned to create original stories that will illustrate the moral values of the biblical code. Supervising the series: Jess Oppenheimer, tv and radio creator and NBC Hollywood program executive, whose Burlingame Productions Inc., Hollywood, will be the producer.

Josefsberg, Lewis Renew

CONTRACTS of NBC-TV Hollywood creative executives Milt Josefsberg and Elliott Lewis have been renewed in advance of their expiration dates, the network has announced. Mr. Josefsberg joined NBC last July following 12 years of writing for CBS star Jack Benny. With NBC he has been working on creation of new shows for network release and also has been active in the NBC comedy development project. Mr. Lewis also joined NBC last July and, in addition to developing and creating new programs, is in charge of NBC-TV spectaculars from the West Coast.

Blake to New CBS-TV Post

PROMOTION of Robert F. Blake from manager of special projects for CBS-TV to the newly-created post of director of exploitation, Hollywood, for the CBS-TV press information department, is being announced today (Monday) by Charles J. Oppenheim, CBS-TV director of information services. Mr. Blake will report to James Kane, director of press information, Hollywood.

NETWORK PEOPLE

MR. ARMSBY

Edward H. Armsby, member of NBC's radio-tv sales development department, named manager of sales development, ABC Radio. Before joining NBC in 1953, he was with media research department, McCann-Erickson, N. Y.

Eugene McCarthy, account executive with CBS Radio since 1948, to radio sales staff of NBC.

John Burrell, former drama director of BBC London, and more recently director at American Shakespeare Festival Theatre & Academy, Stratford, Conn., to CBS-TV as art director in scenery design department. He had been doing occasional work for *Ed Sullivan Show* and *Omnibus* during past few years.

Randy Brent, assistant CBS traffic manager, named administrative manager of sports at CBS.

Tom Skelton, associated with New York City Opera Company and other opera and theatrical enterprises as stage manager and associate producer, has joined staff of NBC Opera Co. as production manager. Company has eight-week tour scheduled Oct. 15 through Dec. 8.

Charles Cadley, division commercial supervisor, American Telephone & Telegraph Co., Washington, D. C., to assistant traffic manager, CBS-TV, N. Y.

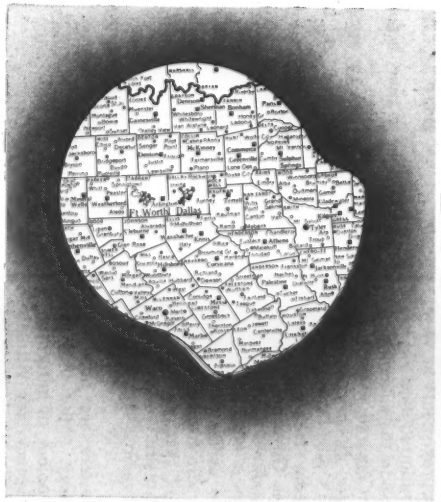
Rose Okun, secretary to CBS Radio producer Bruno Zirato Jr. and sister of *Break the Bank* packager Ed Wolfe, married to Jerome H. Kahn.

Audrey Meadows, who plays wife of Jackie Gleason on CBS-TV, married to Randolph Rouse, Washington real estate man, May 26.

Ira Marion, senior writer for ABC, where he is responsible for *Police Blotter* and *Disaster* radio series, is author of new play, "Stairway to Nowhere," which will be presented in the Red Barn Theatre, Westboro, Mass., June 12.

Coverage in the grand manner... on KLIF

Not even Neiman-Marcus (one of KLIF's accounts, by the way) can find fault with this coverage . . . because KLIF's five thousand watts are *non-directional* during the daytime hours and then spread a broad and powerful beam over Dallas and Fort Worth at night . . . And KLIF completely dominates Hooper, Pulse and Trendex.



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KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
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NOEMAC STATIONS
NEWS MUSIC

FLAWS IN PRESENT CONELRAD SYSTEM CITED AT L. A. CONGRESSIONAL HEARING

House subcommittee hears Southern California witnesses question: time lag in getting Conelrad operative; reliance on telephone lines which could be sabotaged; quality of reception on small sets.

SWIFTNESS of modern missile attack and the slowness of Conelrad to get into operation to alert an unsuspecting public were highlighted last week in Los Angeles as all phases of the broad civil defense picture were reviewed by a military subcommittee of the House Committee on Government Operations. The obsolescence of recorded public announcements to be used during a Conelrad alert also was pointed out.

The subcommittee, headed by Rep. Chet Holifield (D-Calif.), heard testimony from Frank Crane, president of the Southern California Broadcasters Assn.; Tom Baxter, Conelrad supervisor at KABC Los Angeles, plus a score of civic, military and civil defense witnesses. Other subcommittee members included Reps. Glenard P. Lipscom (R-Calif.), Joe M. Kilgore (D-Tex.) and Edward A. Garmatz (D-Md.).

As military spokesmen told the subcommittee an H-bomb attack could be waged on Los Angeles in 10 minutes or less from submarines off shore, Mr. Crane explained it requires Conelrad about 15 minutes to go into operation. He termed the recorded civil defense material to be used during Conelrad as "obsolete" in terms of new missile warfare.

Broadcasters Bear Burden

While other witnesses called for billion dollar federal expenditures to pay for underground and other public defense measures, Mr. Crane told the committee the entire Conelrad equipment burden has been borne by the broadcasters themselves. He thought there might be some federal help here, too.

Mr. Baxter related details of how Conelrad works technically and pointed out that although the enemy might not use radio signals to guide their attack, "if they found one tiny signal, believe me, they would use it." Mr. Baxter said the exact location and frequency of every radio station in the U. S. can be bought by anyone for a quarter.

Mr. Baxter said Conelrad isn't perfect, "but it does work now." He warned against sniping at Conelrad, which would leave the nation with no system, but felt broadcasters should not be saddled with paying for improvements in view of the big voluntary contribution to date.

Mr. Crane also presented to the subcommittee a detailed analysis of Conelrad experience prepared by Maurie Webster, director of operations for CBS-owned KNX Los Angeles and the Columbia Pacific Radio Network. Mr. Webster is chairman of the Governor's Public Information Advisory Committee for Civil Defense in California.

"It is eminently clear to us that the public would have to depend on radio for information and instruction. Because of that, we have set up a Conelrad task group to study every phase of informing the public by radio," Mr. Webster said.

He stated that broadcasters are not concerned with military strategy. "But they do know much about the problem of informing the public during an emergency, for virtually all of us have done this during the local flood, tornado, earthquake, fire, explosion or similar disaster. In Los Angeles, with our Sigalert system in conjunction with the local police department, we face emergency situations daily.

"For several years radio stations have devoted considerable time, effort and money to implementing Conelrad," Mr. Webster noted. "They stand ready to make their stations and facilities available to the government in an emergency, although we must observe that there has been no proposal to pay the stations for this, or to pay the personnel who would operate the equipment.

"This is different from the telephone company, for instance, which is compensated for all services furnished.

"One problem which concerns us is the changeover time required to re-tune the average transmitter so that it will operate on either 640 or 1240 kc," Mr. Webster told the subcommittee. "Psychologists tell us that the first few minutes after an alert is declared are the most critical. If people cannot find out what is happening and get confirmation of an apparent alert, the chances of a panic are great. This is when they need most the calm-voiced instructions that may help them to survive."

Mr. Webster said KNX engineers told him that they must figure on a minimum of four minutes to re-tune from 1070 to 1240 kc. But the engineers who supervise Conelrad in this area feel that under emergency conditions, the minimum time might run well over the four to 10 minutes, perhaps 15 minutes or more.

Mr. Webster pointed out that the station operators who have already invested heavily in equipment and man power to make Conelrad operative are somewhat reluctant to make further expenditures. Their reasons are understandable, he said, because in recent years every few months they have heard an apparently substantiated rumor that Conelrad will be replaced. The rumor is usually denied by a substantial government source, but a few months later it appears again in a slight altered form, he added.

These rumors have halted much constructive work that might otherwise have been done to overcome problems, according to Mr. Webster, who suggested that since the element of changeover time is so vital to the survival of our citizens, perhaps the FCDA or some other agency should consider supplying financial backing.

Mr. Webster told the subcommittee a second factor of concern to Los Angeles radio engineers is that in their area Conelrad "is entirely dependent upon telephone lines to carry programming from the civil defense center to the Conelrad cluster center and then to the transmitteer. In addition most of this operation depends upon the city's power supply." Both phone lines and power are vulnerable to sabotage or bomb destruction, yet Conelrad today is the only practical means of confirming the fact of an alert preceding an attack, he said.

A third factor related by Mr. Webster's statement concerned program material problems raised by civil defense officials.

The program announcements may not identify a town or city by name although geographic landmarks can be cited, he explained. But this is confusing for great numbers of new citizens in any region as spread out as Greater Los Angeles, Mr. Webster said. He urged relaxation of restrictions on use of city names.

"A fourth matter which our committee feels bears further discussion is the efficiency of Conelrad coverage," Mr. Webster said. "FCC representatives have said that Southern California broadcasters have shown notable leadership in organizing and testing Conelrad. We are proud of this but we cannot honestly be satisfied. I do feel that the stations' activity gives weight to their report that the 1240 kc cluster is of very limited value because it cannot be heard well over much of this metropolitan area. And, even the 640 kc cluster fails to cover several communities which would need up-to-the-minute civil defense instruction. In addition, the transmitters used are dispersed rather widely and will operate on limited power. So that as the program is switched from one to another, at many listening points there will be great differences in volume level.

Question of Reception

"While Conelrad recordings have been made which demonstrate adequate reception, we understand that many of them have been made with high quality receivers containing internal circuits which compensate largely for these volume differences. In an emergency, however, when most of the public will be listening on small ac or battery-operated sets and in widely varied locations, we fear that many of them will miss portions of the broadcast. This broadcasting is done on a random basis. Sentences will be interrupted and important instructions may be incomplete or confusing.

Mr. Webster outlined a proposal designed "to overcome our reliance entirely on land-lines to operate Conelrad." He said the government could install a radio center at a relatively secure point, remote from the Los Angeles basin or at the regional civil defense center. It could serve as broadcasting headquarters and the Conelrad cluster center, he said, and there suitable electronic switching equipment, such as local radio engineers have recently designed, built and tested for use in Los Angeles.

Sigalert would be set up and two-way microwave transmitters would be installed, he maintained. They would replace phone lines in beaming civil defense programs alternately to each broadcast transmitter in the cluster for retransmission to the public. Emergency power would be available, the broadcast stations would have permanent receiving equipment and automatic units for re-tuning them to 640 or 1240 kilocycles, he said. This kind of operation would need to be manned as a radar station is, around the clock, he said, "but it would be able to operate through everything but direct bomb hits on most or all of the broadcast transmitters."

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 6

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

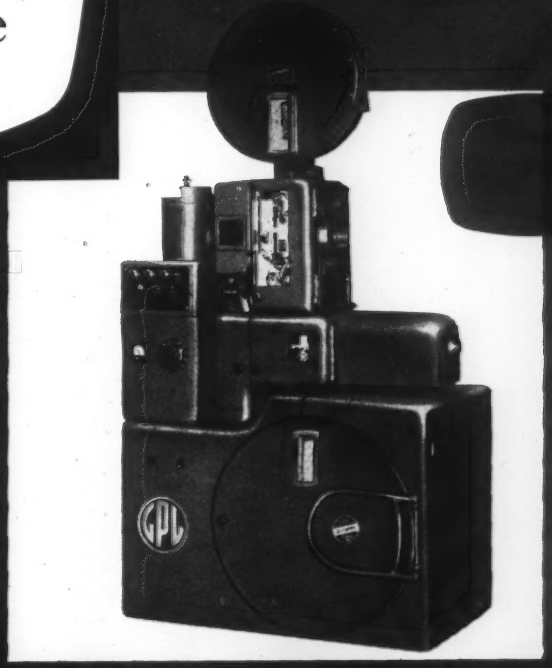
AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Two
MAJOR NETWORKS
placed orders for several of GPL's new 35mm. Telecast Projectors as soon as they became available.



the new GPL 35mm. telecast projector

Here is equipment with which you can give your public the best in color. To develop it, GPL adapted to TV the world-famed equipment of an affiliated GPE Company—the SIMPLEX Projector Mechanism and Sound Head, standard of the motion picture world.

Run your eye down this list of GPL 35mm. projector features . . . then take a look at your present equipment.

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

CAN YOU AFFORD TO WAIT?

Write, wire or phone for detailed information.

GPL

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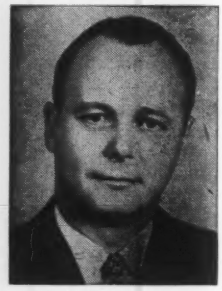
Broadcaster Seaton Named to Cabinet

BROADCASTER-publisher Fred A. Seaton, 46, now serving as deputy presidential assistant for administrative liaison, last week was nominated to the Cabinet as Secretary of the Interior. President Dwight Eisenhower sent the nomination to the Senate Monday.

Mr. Seaton's nomination is to fill the post left vacant April 15 by the resignation of Douglas McKay who is running on the Republican ticket for the Oregon Senate seat now held by Sen. Wayne Morse (D-Ore.).



MR. SEATON

Mr. Seaton and his brother, Richard M. Seaton, own Seaton Publishing Co. (KHAS - *Hastings* [Neb.] *Tribune*), which is a majority stockholder of KHAS-TV. The Seatons also own *Manhattan* (Kan.) *Mercury* (KMAN), *Coffeyville* (Kan.) *Journal* (KGGF), *Winfield* (Kan.) *Courier, Alliance* (Neb.) *Times-Herald, Deadwood* (S. D.) *Pioneer-Times, Lead* (S. D.) *Call, Sheridan* (Wyo.) *Press* and *Western Farm Life* magazine, Denver.

The broadcaster-publisher was appointed in December 1951 to serve the unexpired Senate term of the late Sen. Kenneth S. Wherry (R-Neb.) and returned to Hastings after the term expired in 1952. In September 1953, he was appointed by President Eisenhower to serve as Assistant Secretary of Defense handling relations with Congress. He was transferred to his present post in the White House Feb. 21, 1955 [B•T, Feb. 28, 1955].

He is credited with supporting Mr. Eisenhower since the early days of the President's decision to seek office. He told reporters he learned of the Interior nomination May 24. Mr. Seaton's appointment was regarded as a surprise by political observers, many of whom had been expecting nomination of Under Secretary of the Interior Clarence A. Davis, also a Nebraskan, to the post.

Hearing on Mr. Seaton's nomination will be held tomorrow (Tuesday) by the Senate Interior & Insular Affairs Committee headed by Sen. James E. Murray (D-Mont.).

House Passes Bill Splitting Recording Unit

THE House last week passed a legislative appropriations bill (HR 11,473) under which the operations of the Joint Senate-House Recording Facility would be split, with the House making appropriations for its own separate facility and the Senate expected to do the same [AT DEADLINE, May 28].

The bill was passed Tuesday following debate in which Rep. John D. Dingell (D-Mich.) charged that the present facility, of which Robert J. Coar is coordinator, was used by Mr. Coar and others to perform services for persons other than members of the House and Senate.

The joint facility tapes and films speeches and reports by senators and representatives, for use on home state radio and tv stations, at costs normally lower than private enterprise rates.

Rep. Dingell cited two special reports made by the General Accounting Office in 1954 and 1955 which said Mr. Coar and his wife, Helen, operated a partnership, Audio & Video Productions, in nearby Virginia, which was engaged in the same kind of business as the joint facility; that audits and inventories indicated government equipment was missing from the facility during a checkup; that employes of the facility received $12,530 from outside sources in 1954; that an unlisted telephone was maintained on the premises.

Mrs. Coar, a House employe, has been fired by House Clerk Ralph Roberts. No action has been taken on Mr. Coar, a Senate employe.

Calling the situation a "shameful" one, Mr. Dingell said he hoped "we will soon be to the point where we can get rid of Mr. Coar," adding: ". . . I hope he will stop doing some of the things which he has been doing in the past and that he will thereby stay out of jail."

Statements defending Mr. Coar were made by Reps. Frank T. Bow (R-Ohio), Walt Horan (R-Wash.) and John Phillips (R-Calif.). Mr. Bow said he felt the facility had given good service and that the Coars did not use the joint facility for private gain. Mr. Horan said he thought the facility had been well operated. Rep. Phillips said the Coars owned part of the original equipment with which the facility was begun several years ago and that the "know-how and the knowledge they possessed was a matter of great value to us."

The House Appropriations Committee which reported the bill recommended $90,000 for salaries for the House facility. The Senate, presumably, will insert funds in the measure to provide for a separate Senate facility.

Rogers Submits Answers To Affiliation Questions

DETAILED answer to "suggestions and recommendations" question in questionnaire sent to tv network affiliates in April [B•T, April 16] by the Senate Commerce Committee has been submitted by Lawrence H. Rogers, NBC-affiliated WSAZ-TV Huntington, W. Va., who already has testified before the committee on pay tv [B•T, April 30] and will return June 20 to defend network affiliation policies.

In a letter to the Senate group, Mr. Rogers described the present high state of tv broadcasting's development and said network broadcating, "predicated on the fundamental principles of option hours and a basic network, has been almost wholly responsible for this astounding development in so short a time."

To eliminate option time and must buys, he continued, would be to eliminate for most of the public the "great events and superb programs now seen on nationwide television." Local operators would find it impossible to replace the networks' public service programs, such as coverage of the major party political conventions, Mr. Rogers added.

Complaints of network "abuses" have originated "amost entirely with licensees of facilities whose development has not been as rapid as the owners might have hoped," he said, and "in almost no case do such complaints arise from the public."

Robert F. Ferguson, WTRF-TV Wheeling, W. Va., also in a letter to the Senate committee, said some of the statements made by various individuals against the network system "are in wide variance with my own experience with NBC."

He said WTRF-TV carries almost 100% of NBC's evening and 72% of its daytime commercial schedules and tries to carry all NBC's sustaining programs. "Never," he said, "have they dictated about clearances, rates, etc. On the contrary they have been most helpful and every single department has shown genuine interest and concern about local operating problems. . . . It is this climate of team-work that enables us to operate the best under the very definite obligations and responsibilities of our FCC license."

Norfolk-Portsmouth Ch. 10 Decision Awarded to WAVY

IN a closely-contested battle for ch. 10 in Norfolk-Portsmouth, Va., the FCC last week, by a 3 to 2 margin (Comr. Lee absent and Comr. Mack abstaining), overrode a hearing examiner's recommendation and awarded the vhf channel to Portsmouth Radio Corp. (WAVY), denying the application of Beachview Broadcasting Corp. Beachview had been favored for the grant 17 months ago in an initial decision by Examiner Charles J. Frederick [B•T, Jan. 3, 1955].

The FCC accorded no preference for integration of ownership with management, the controlling factor in the examiner's initial decision. The Commission found the applicants almost equal on a comparative basis with WAVY given preferences for civic participation and past broadcast record and Beachview receiving a minor preference for diversification of communications interests.

The FCC majority (Chairman McConnaughey and Comr. Webster voted for Beachview) found that WAVY was more qualified and could be more depended upon to bring tv to the Norfolk-Portsmouth area. (WAVY officials included Carl J. Burkland, former CBS Spot Sales and station administration executive.) The decision was critical of Irvin M. Kipnes, secretary-director-10% Beachview stockholder, finding that he had conducted himself in an "irresponsible" manner in negotiating for the sale of his 10% interest in Cavalier Broadcasting Corp. (then operator of WCAV Norfolk).

Three More Low-Power Tvs Put on Air by Defense Dept.

THE Defense Dept., through the Office of Armed Forces Information & Education, recently put three low-power tv stations on the air for the benefit of service personnel stationed overseas.

The three stations are WXLE-TV on Parry Island of the Eniwetok group, one aboard the aircraft carrier *U. S. S. Badoeng Straits*, serving members of Task Force 7, and the third at Ft. Greely, Alaska, which went on the air May 19.

Armed Forces Radio & Television Service now has 17 overseas tv stations on the air with three more planned by July 15, according to a Defense Dept. spokesman. The outlets used a packaged tv station manufactured by Dage Television Div. of Thompson Products Co., Michigan City, Ind.

Bryson Rash, ABC Washington newsman just back from the Eniwetok H-Bomb blast, reports the WXLE-TV operation is unique in that it is staffed by civilian contractors on the island. The whole setup covers an area of 16x19 ft. with studio facilities consisting of a small announcers booth. The station, which went on the air May 1, operates with 160 w visual power and carries kinescopes of stateside shows.

WXLE-TV's first live program was a newscast by Mr. Rash. He said that it does not have any live programs at the present time but plans to begin local news and sports shows in the near future. It is on the air from 5-11 p.m. daily and 1-11 p.m. Sundays and serves an estimated 50 sets, plus those aboard ships.

Mr. Rash and other correspondents covering the blast also did a live show from the station aboard the *Badoeng Straits*, which does not have call letters.

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

HERE'S HOW IT WORKS

Buy All 4 Stations . . . SAVE 15%
Buy Any 3 Stations . . SAVE 10%
Buy Any 2 Stations . . SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER

in boston

there's only one for the Smart Money

Best Cost Per 1000

WCOP Boston
5000 watts on 1150

REPRESENTED NATIONALLY BY WEED & COMPANY

New Haven Sale Bid Submitted to FCC

APPLICATION for FCC approval of the purchase of WNHC-AM-FM-TV New Haven, Conn., by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia-*Philadelphia Inquirer*) was filed with the FCC last week [B•T May 28].

Triangle is buying the ch. 8 ABC-affiliated outlet plus its am and fm adjuncts in the rich Connecticut area for $5.4 million plus $25,000 a year for five years to Aldo DeDominicis, secretary-treasurer and general manager of the WNHC properties and $10,000 a year for 10 years each to Patrick J. Goode and Michael Goode, president and public relations director of the WNHC stations. Mr. DeDominicis and Patrick J. Goode are the principal owners of the New Haven outlets.

WNHC stations' balance sheet as of April 30, 1956, showed total assets of $1.98 million, of which $1.11 million were current assets. Total current liabilities were listed as $446,700, while earned surplus was listed as $1.59 million. Property and equipment were valued at $1.5 million on a replacement basis. WNHC operates with 250 w on 1340 kc and is affiliated with NBC. WNHC-TV has a secondary affiliation with CBS-TV

Triangle balance sheet for March 25, 1956, showed total assets of $58 million, of which $21.2 million was carried as current assets. Current liabilities totaled $12.9 million while capital and surplus added up to $32 million. In addition to its Philadelphia broadcast outlets, Triangle also owns WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WLBR-TV Lebanan, Pa. (subject of a protest hearing), and 50% of WHGB Harrisburg, Pa. Triangle also publishes *Tv Guide, Seventeen, Official Detective* and other publications.

FCC Sanctions Purchase Of KITO San Bernardino

ASSIGNMENT of KITO San Bernardino, Calif., to Cosmopolitan Broadcasting Corp. for $150,000 was approved by the FCC last week. Cosmopolitan is owned by Continental Broadcasting Corp.—in turn owned by Richard C. Simonton, Frank Oxarart, Arthur B. Hogan and Albert Zugsmith. Same interests own KRKD-AM-FM Los Angeles. Mr. Oxarart also owns 50% of KDON Salinas, Calif.

Messrs. Simonton, Hogan, Zugsmith and Jack Burnett owned KULA-AM-TV Honolulu, just sold for $1 million in a stock transfer to Crowell-Collier Publishing Co. (see story page 73).

Mr. Hogan is president of the Albert Zugsmith Corp., Los Angeles, media brokers. Mr. Zugsmith, chairman of the company bearing his name, is also a producer with Universal-International Pictures.

The KITO purchase was made from J. J. Flanigan and associates. KITO operates with 5 kw on 1290 kc and is affiliated with ABC.

Shea, Transcontinent Buy Of WSVA-AM-FM-TV Ok'd

FCC last week approved the sale of WSVA-AM-FM-TV Harrisonburg, Va., from Frederick L. Allman and wife to Tudor Telecasting Corp. for $560,000 plus obligations of $250,000.

New owners of WSVA stations are Hamilton Shea, former NBC executive and more recently general manager of WRCA-AM-FM-TV New York, 50%, and Transcontinent Television Corp., 50%. Transcontinent comprises principals who are stockholders in WGR-AM-TV Buffalo, N. Y. They are Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV and Seymour H. Knox. Other Transcontinent principals are David G. Foram and David C. Moore. Transcontinent also has purchased Stromberg-Carlson stations WHAM-AM-FM-TV Rochester, N. Y., for $5 million. Application will be filed soon with the FCC. The Messrs. Schoellkopf each own 20% in Television Assoc. of Elmira Inc., one of three applicants for ch. 9 in that upstate New York city. Mr. Shea will be president of the Harrisonburg stations and will manage them.

Mr. Allman retains a one-third interest in WJMA Orange and 10% of WREL Lexington, both Virginia.

Sale Approval Sought For Cowles W. Va. Buy

APPLICATION for FCC approval of the sale of WHTN-AM-TV Huntington, W. Va., to Cowles Broadcasting Co. for $535,000 from S. J. Hyman and associates was filed last week.

Cowles is also assuming obligations of $107,259 to RCA for equipment, but is not taking over current assets. This amounted to $75,000 as of April 30, 1956. WHTN stations' balance sheet as of that date listed total assets as $402,141 and current liabilities of $215,723, with deficit given as $80,842. Value of land, properties and equipment was listed at $377,867, with WHTN-TV assets valued at $260,208. WHTN-TV operates on ch. 13 and is affiliated with ABC-TV. WHTN is a 1 kw daytimer on 800 kc and is affiliated with MBS.

Cowles balance sheet as of March 24, 1956, lists total assets as $2.64 million, with $855,000 as current assets. Current liabilities were totaled as $266,447, with capital surplus $351,863 and earned surplus $152,264. Net income after federal taxes of Cowles Broadcasting was $142,370 in 1954 and $206,386 in 1955.

Cowles Broadcasting owns KRNT Des Moines, Iowa; WNAX Yankton, S. D.; KVTV (TV) Sioux City, Iowa, and 60% of KRNT-TV Des Moines, Iowa. Cowles-controlled Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-TV Minneapolis, Minn., and 80% of KTVH (TV) Hutchinson, Kans.

FCC's WMFJ Sale Approval Set Aside by Appellate Court

FCC approval of the sale of WMFJ Daytona Beach, Fla., by W. Wright Esch to WMFJ Inc. [B•T, July 4, 1955] was set aside last week by the U. S. Court of Appeals for the District of Columbia, which ordered the FCC to hold hearings on the transaction.

The Commission had approved the sale despite the protests of Theodore Granik and William H. Cook, who said they had an option to buy WMFJ and should have been heard. The FCC refused to hear Messrs. Granik and Cook on grounds the option agreement was not part of the matters before the Commission in the transfer and that the protestants therefore had no standing to protest and were not "'aggrieved" by the transaction. Whereupon, Messrs. Granik and Cook appealed.

In ordering the hearing last week, the appellate court said Messrs. Granik and Cook had a substantial interest which made it necessary for the FCC to give them a hearing. Meanwhile, the two have sued in Florida courts to protect their rights under the option.

Messrs. Granik and Cook also say their option includes the right to buy the cp issued to

Access road to radio relay station, Rocky Point, Nevada.

A TV CHANNEL IS PART ROAD

The more than 500 radio relay towers of the Bell System are found in all imaginable types of terrain from a Nevada mountaintop to the roof of a New York skyscraper. Yet each must be accessible for maintenance in any season, and under any weather condition.

So the Bell System builds roads which help insure dependable network service for the television industry. In bad weather, jeeps or specially designed snow tractors are needed in some locations.

For a radio relay network is more involved than it might appear. It needs access roads . . . and generators for standby emergency power. And it requires a skilled corps of highly trained maintenance experts across the nation, always available when trouble occurs.

Every Bell System relay station is a combination of all these many elements. Together they help insure the best television transmission it is possible to provide across almost 70,000 channel miles.

BELL TELEPHONE SYSTEM

PROVIDING INTERCITY CHANNELS FOR
NETWORK RADIO AND TELEVISION THROUGHOUT THE NATION

Another WAPI-WABT Public Service

EAST-WEST
All-Star Game

The 13th Annual East-West All-Star baseball game of Alabama high school boys. After sectional games, the boys are brought to Birmingham for the BIG GAME, June 8. Nearly 100 high schools are represented. Paid attendance (at $1 per) runs to 12,000 and over. Big league scouts are there.

In 1955 these three boys were winners, getting trips to the Sugar Bowl Game in New Orleans.

Sponsored by

WAPI-WABT, the Lions Clubs of Alabama
and The Birmingham News

for the Benefit of

Alabama Sight Conservation

ALL receipts from the game go 100% to the Alabama Sight Conservation Association—ALL expenses paid by WAPI-WABT, and The Birmingham News. This is another of the many important public services for which WAPI-WABT are so well known*.

Broadcast over the Alabama Network through the facilities of WAPI and of WAFM (FM).

Myrt Powers (of $64,000 fame) will be brought by the sponsors to promote greater attendance. She will call the game with WAPI's Dan Daniel.

WAPI and WABT

Alabama's First Stations in Public Service

Represented by John Blair & Co., Blair-TV. Harry Cummings in the Southeast.

** Also sponsors of Crippled Children's Clinic football; Miss Alabama contest; Maid of Cotton; Fat Calf Show; March of Dimes auction; etc.*

Telrad Inc. for ch. 2 at Daytona Beach, but the FCC said only WMFJ was directly involved and that no application has been filed for transfer of the tv permit. Mr. Esch sold the ch. 2 grant (WESH-TV) to WCOA Pensacola (J. H. Perry interests). FCC approved this sale April 25 [B•T, May 7].

Mr. Granik, producer of *American Forum of the Air* (NBC Radio, NBC-TV) and *Youth Wants to Know* (NBC-TV), and Mr. Cook are officers of WJNO-TV Palm Beach, Fla.

Principals in WMFJ Inc. are Harold Kaye and Emil J. Arnold.

WWBZ Tries New Tack, Goes to Court of Appeals

UNDER FCC mandate to cease operation June 25, WWBZ Vineland, N. J., last week made another effort to stay in business by taking its case to the U. S. Court of Appeals. Claiming new evidence, the station also asked the Commission to reopen the hearing. The FCC revoked WWBZ's license last December [B•T, Dec. 5] on grounds that horse race result programs were helpful to, and being used by gambling interests.

In its two-pronged appeal, WWBZ told the court and Commission that the station was denied access to a "highly prejudicial letter" which was the basis of the charges against the station. WWBZ referred to a letter from the Dept. of Justice to the Commission citing the horse race broadcasts. The fact that this letter was made available to the Broadcast Bureau for the preparation of its case against WWBZ and not made available to the station so that it could base its defense accordingly was a violation of FCC rules and denied WWBZ of a fair hearing, the station declared.

WWBZ has been fighting the case since February 1952 when the FCC ordered a hearing on the station's license renewal application.

Zenith Official Says Adlai 'Friendly Toward Monopoly'

ADLAI E. STEVENSON, candidate for the Democratic presidential nomination, has been charged with being friendly toward monopoly by Joseph S. Wright, vice president and general counsel of Zenith Radio Corp., Chicago.

A telegram from Mr. Wright to Sen. Estes Kefauver (D.-Tenn.), also a contender for the Democratic nomination, was released by the senator last week.

Mr. Wright said Mr. Stevenson "took a large fee" to put his name on a petition to the U. S. Supreme Court in November 1954 "asking that Court to stop Zenith from having any discovery or trial of an antitrust case against RCA, General Electric and Western Electric," who, Mr. Wright said, "had put hundreds of American radio companies out of business through a patent pool . . . and have entered into agreements . . . to stop American radio manufacturers from engaging in export trade from the U. S." Mr. Wright said the Supreme Court denied Mr. Stevenson's petition without a hearing.

May Face Renewal Hearing

BECAUSE of a question of possible unauthorized transfer of control of Marshall Electric Co., licensee of KFJB Marshalltown, Iowa, that station has been advised by the FCC that a hearing may be ncessary on its application for renewal of license. KFJB, 1230 kc, 250 w, has been on the air since 1923.

Portable for Ike

PRESIDENT EISENHOWER has a new radio, a solar-powered transistor model, which he plans to carry around on his golf cart "to hear the news." The radio was presented May 29 by Everett O'Hare, 17-year-old inventor from Kalispell, Mont.

Examiner Favors Extension In WOI Operating Schedule

DESPITE interference which will be caused to a Class I-A station, an FCC hearing examiner recommended last week that WOI Ames, Iowa (Iowa State College), be granted extension of a special service authorization to operate additional hours from 6 a.m. CST to local sunrise. WOI (640 kc, 5 kw day) would utilize 1 kw power during the additional broadcast time.

Examiner H. Gifford Irion found that WOI's additional programming proposals, aimed at the farm population, were meritorious and deserving of the SSA, even though some interference would be caused to KFI Los Angeles (640 kc, 50 kw). The examiner noted that only 2,565 persons would lose KFI's primary service from WOI's proposed operation, and, most important, the primary service loss would occur only during the hours 4-5:45 a.m. during the autumn and winter months. Although Mr. Irion noted that "trespass" on Class I-A services "ought not to be lightly granted," he ruled that under the particular circumstances WOI was entitled to an extension of its SSA.

Nelms Gets Flagstaff Ch. 9

GRANT of ch. 9 Flagstaff, Ariz., was awarded by the FCC last week to O. L. Nelms, Dallas, Tex., realtor, who also has pending before the Commission three applications for new tv's in his home state—ch. 12 Alpine, ch. 19 Brownwood and ch. 19 Victoria.

Mr. Nelms' Flagstaff application [B•T, April 30] calls for 350 w visual power. Proposed antenna height is minus 50 ft. above average terrain. Costs are estimated at $65,385 for construction and $54,750 for first year operation; expected first year revenue was listed at $73,000.

Multiple Rule Rapped

LIGHTLY satiric editorial in the May 24 *Wall Street Journal*, criticizing the FCC's multiple ownership rules which set arbitrary limits on ownership of radio-tv stations (7 am, 7 fm, 5 vhf), was entered in the *Congressional Record* last week by Rep. John V. Beamer (D-Ind.), who has criticized extensively what he says is the FCC's "discriminatory" policy against newspaper ownership of radio and tv stations. The multiple ownership rules have been upheld by the U. S. Supreme Court [B•T, May 28].

Another Booster Bill Offered

PROPOSAL for FCC authorization of booster and reflector tv stations was introduced in the House last week by Rep. Gracie Pfost (D-Idaho). The bill (HR 11,493) is similar to measures introduced by Reps. Don Magnuson (D-Wash.) [B•T, May 7], and J. Ernest Wharton (R-N. Y.).

Adventure!

when you gamble on the turn of a card to save a woman's life and you turn up the ACE of Spades... you lose... your life! It's a real gamble to play at...

"THE SUICIDE CLUB"
a famous adventure story
by ROBERT LOUIS STEVENSON

One of a sensational series of 26 FIRST-RUN ALL-NEW, HALF-HOUR quality television programs on film...with the world's top writers, top production, top stars.

It's all in

NTA's "THEATRE"

with LILLI PALMER, your hostess

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Humphrey Offers, Four Back Another Equal-Time Bill

SENATE bill which would require tv stations and networks to contribute time to certain political candidates—identical to a measure which has been introduced in the House by Rep. J. Percy Priest (D-Tenn.) [AT DEADLINE, May 14]—was introduced by Sen. Hubert H. Humphrey (D-Minn.) last week.

The bill (S 3962)—co-sponsored by Sens. Mike Mansfield (D-Mont.), John J. Sparkman (D-Ala.), James E. Murray (D-Mont.) and Wayne Morse (D-Ore.)—was tabled to give other senators a chance to add their names as co-sponsors.

The Priest (HR 11,150) and Humphrey measures incorporate provisions of earlier bills introduced in the House or the Senate regarding amendment of Sec. 315 of the Communications Act, and, in addition, require that tv stations and networks during presidential election years give major party presidential nominees one-half hour of time weekly in September, one hour weekly during October and one hour in November preceding election day—a total of 7 to 8 hours for the campaign for each candidate.

Sen. Humphrey in a statement on the floor Thursday said the American people not only have an "interest" in television, but a "property right," and that "a modification in the terms of a current television license would be a kind of rental upon such property. In a sense, the bill I have offered would provide for such a public rental by requiring in certain limited cases applicable only to presidential and vice presidential candidates the granting of free time for governmental purposes."

Competition

ORDINARILY, Community Tv Systems of Wyoming, owner of the Casper, Wyo., antenna system, charges $150 for interconnection to its "lines." But last month an application was filed for ch. 6 there by KSPR that city, and the antenna firm found itself faced with reluctant customers. It reacted quickly. In full page advertisements, the community system offered new customers this inducement: Connection now for $25, balance payable in 60 days after the new station is on the air if the customer desires to continue antenna service. Cutoff date for the offer is Dec. 1, 1956. The community television system reported that in the month since the ad was run, more than 150 applications were taken—above normal for this time of year.

Educ. Tv, ABC-TV Ask FCC To OK Convention Tieup

SPECIAL PERMISSION has been asked of FCC to allow educational ch. 13 KETA (TV) Oklahoma City, Okla., to telecast complete Philco-sponsored ABC-TV coverage of Republican and Democratic national conventions and election returns. Request, filed jointly by station and network, asked "clear-cut" waiver of FCC rules requiring deletion of commercial announcements when an educational outlet carries sponsored programs.

FCC was told that no payment or sale of time was involved, but that since commercials won't follow a set time pattern, deletion could not be accomplished without spoiling a valuable educational program. Pointing out that there are only two operating tv's in Oklahoma City (WKY-TV, ch. 4, NBC-TV; KWTV (TV), ch. 9, CBS-TV), ABC-TV claimed it was denied "effective competitive access" to that city and use of KETA was the only solution to the dilemma.

Radio-Tv, Advertising Heads Asked to White House Parley

A CONFERENCE designed to work out a program for "better people-to-people contacts and partnerships throughout the world" has been called by President Eisenhower for June 12 at the White House. The goal is promotion of understanding among peoples in a common effort to advance world peace.

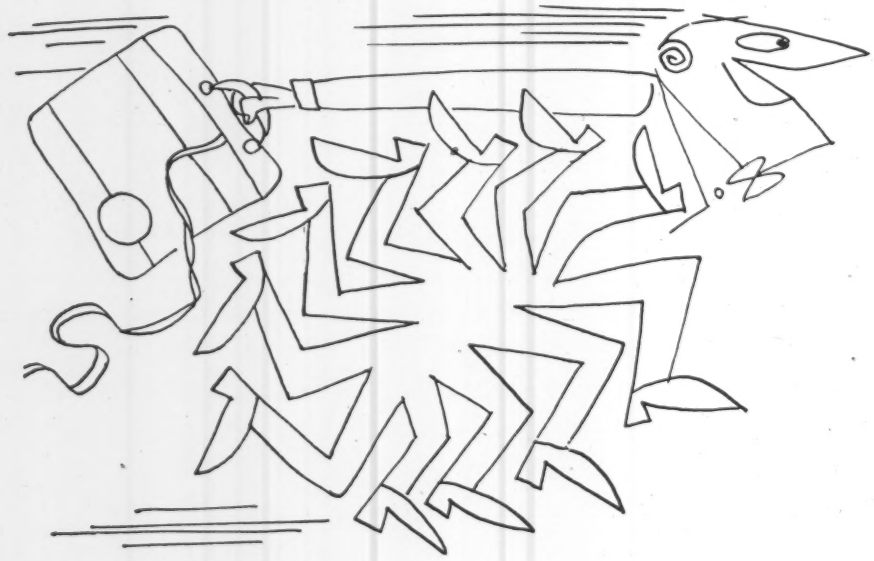
Among those invited are Theodore S. Repplier, president of the Advertising Council, and Sigurd S. Larmon, president-board chairman, Young & Rubicam, for advertising; and Paul C. Smith, president of Crowell-Collier Publishing Co., and Frank Stanton, CBS Inc. president, representing radio-tv. A total of 34 persons will take part.

Subcommittee Plans Hearing On Federal Pay Raise Bills

SENATE Post Office & Civil Service Committee decided in a closed session Thursday to hold a hearing this month on bills to raise the salaries of heads and assistant heads of executive departments and independent agencies, including the FCC, a spokesman said last week. Date for the hearing has not been decided, it was said.

The bills would be heard by a subcommittee headed by Sen. Olin D. Johnston (D-S. C.), chairman of the parent committee, and Sens. John O. Pastore (D-R. I.) and Frank Carlson (R-Kan.). They include House-passed HR 7619, providing a boost from $15,000 to $19,000 for FCC members, and S 2628, recommended by the White House and calling for FCC salaries of $20,000. Both measures are holdovers from the first session of the 84th Congress.

"have tape recorder, will travel."



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GOVERNMENT PEOPLE

COL. MATHEWS

Lt. Col. Tom O. Mathews, former chief of radio and television branch, Department of Army Public Information Div., Washington, assigned to Brooke Army Medical Center as public information officer.

Dr. Franklin L. Burdette, chief of the Information Center Service of the U. S. Information Agency, has resigned to return to U. of Maryland. Dr. Burdette was head of government and politics department at university prior to USIA appointment in 1954.

Andrew H. Berding, assistant director in charge of U. S. Information Agency's Office of Policy & Programs, has been designated deputy director for policy and plans, with Abbott Washburn continuing as the senior deputy director of the agency. Mr. Berding's post is newly-created.

CROWELL-COLLIER GETS ITS SIXTH AM

KFWB Hollywood, for $2.35 million, is latest acquisition. Three other station sales also announced last week.

CROWELL-COLLIER Publishing Co., new giant in the broadcasting field, acquired its sixth radio facility last week when it bought Los Angeles independent KFWB from Harry Maizlish, president and sole owner, for $2.35 million. The KFWB purchase followed by a matter of weeks the publishing company's $16 million buy of Consolidated Television & Radio Broadcasters Inc. with its four radio and three tv properties, and its $1 million purchase of KULA-AM-TV Honolulu from Television Corp. of America [B•T, April 30, *et seq.*].

In addition to the $2.35 million purchase price —one of the few multi-million dollar am sales in recent years—Mr. Maizlish will be retained as a consultant for seven years at a salary of $35,000 a year. Mr. Maizlish and Lansing Corp. bought KFWB from Warner Bros. Pictures Inc. in 1950 for $350,000. Mr. Maizlish controlled 51% at that time. Lansing Corp. was headed by David G. Baird, New York stock broker.

KFWB operates with 5 kw on 980 kc. It is represented nationally by The Branham Co. and on the West Coast by McGavren-Quinn Co.

There are no changes in policy or management anticipated, Paul C. Smith, president of Crowell-Collier, declared in announcing the sale. The acquisition was negotiated by Arthur B. Hogan, Albert Zugsmith Corp., newspaper-broadcast brokers. Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, represented Crowell-Collier in the transaction. Howard Seitz of Paul Weiss, Rifkind, Wharton and Garrison represented Mr. Maizlish.

The KFWB transaction, as are the others, is subject to FCC approval.

Also reported last week was the agreement by 95% of the stockholders of Consolidated to accept $19.50 a share from Crowell-Collier for their stock. Consolidated is owned 52% by the Harry M. Bitner interests, with the remainder publicly held. The Crowell-Collier board earlier had approved the stations purchases. The transaction also includes the assumption by the Crowell-Collier firm of $3.5 million in obligations.

To Pay $20 Per Share

The Bitner interests will receive $3 per share and $16.50 in 5% notes payable over the next eight years for their 258,060 shares. The remainder of the stockholders will receive a flat $19.50 ($20 per share less 50 cents handling charges). There are 607,200 shares of Consolidated outstanding.

The senior Mr. Bitner will become a member of the board of the publishing company. Mr. Bitner Jr. will remain to run the radio-tv properties.

Consolidated owns WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Purchase of KULA stations in Honolulu was from Arthur Hogan, Albert Zugsmith, Richard Simonton and Jack Burnett, each 25% owners of the Hawaiian outlets. Payment will be via stock transfers—20 shares of Crowell-Collier for one of Television Corp. of America.

Crowell-Collier publishes *Collier's, American* and *Woman's Home Companion*. The company earlier this year announced its intention of expanding into other communications fields.

Application for the transfer of the Honolulu stations may be filed with the FCC this week. The others may not be filed for several more weeks.

Three other station sales were announced last week.

KLYN Amarillo, Tex. (1 kw on 940 kc), was sold by R. G. Hughes to Kenyon Brown for $20,000 in notes and a five-year lease on land and buildings at $500 a month. Application for FCC approval was filed last week.

Mr. Brown owns KWFT Wichita Falls, Tex.; 50% of KANS Wichita, Kan.; 49% of KBYE Oklahoma City, Okla.; 20% of KGLC Miami, Okla., and 33 1/3% of KFEQ-AM-TV St. Joseph, Mo.

KLYN will continue its affiliation with CBS Radio, Mr. Brown said. He said there would be no changes in personnel of the Amarillo station. Joe S. Ramay is station manager and John Heetland sales manager.

Mr. Hughes also owns KHUZ Borger, Tex.

Announced was the sale of WEGA Newton, Miss., and KREL Baytown, Tex., to E. O. Roden and associates. WEGA, which operates on 1410 kc with 500 w daytime, is being sold by E. Glenn Abercrombie, partner-manager at KMIL Cameron, Tex., for $17,000. KREL, operating on 1360 kc, 1 kw unlimited, is being sold by the J. B. Blayton interests for $67,052.

The Roden group controls WBIP Booneville, WSUH Oxford, WMPA Aberdeen, WTUP Tupelo, and WAYZ Yazoo City, all Miss. Both sales are subject to the usual FCC approval and were handled by Paul H. Chapman Co., Atlanta station brokers.

WWDC Inc. Board Elects Ben Strouse as President

BEN STROUSE, executive vice president of WWDC Inc. since 1944, Friday was named president of the company by its board of directors. WWDC Inc. operates WWDC-AM-FM Washington, D. C.

MR. STROUSE

Joseph Katz, of the advertising agency bearing his name and president of WWDC Inc. since 1942, was elected chairman of the WWDC Inc. board.

The board also announced the election of three new vice presidents: Herman M. Paris, vice president in charge of sales; Norman Reed, vice president in charge of programming, and Ross H. Beville, vice president in charge of engineering.

Otto Menkes, head of the WWDC bookkeeping department since 1946, was elected assistant secretary of the company; Charles M. Harrison was re-elected secretary; Mrs. Kate Katz was renamed treasurer, and Mrs. Ruth Strouse, assistant treasurer.

Bartell Opens Atlanta Office

A REGIONAL sales office in Atlanta has been opened by the Bartell group, with headquarters in Milwaukee. The Atlanta office will represent KCBQ San Diego, KRUX Phoenix, WAKE Atlanta, WOKY Milwaukee and WAPL Appleton, Wis.

Intrigue!

when a strange seaman warns you to beware of dark men, but you don't listen, watch out for...

"THE BROWN MAN'S SERVANT"
a spine-tingling mystery
by W. W. JACOBS

One of a sensational series of 26 FIRST-RUN ALL-NEW, HALF-HOUR quality television programs on film...with the world's top writers, top production, top stars.

It's all in

NTA's "THEATRE"
with LILLI PALMER, your hostess

For audition print and full details...
WRITE—WIRE—PHONE TODAY

NTA

National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y.
Plaza 7-2100

MEMO: TO TIMEBUYERS, ACCOUNT EXECS

RE: SOUTHERN COMFORT ONE HUNDRED PROOF

"Two trucks sold within 15 minutes after the commercial!"

"First appliance sold within 7 minutes; the other two within 10 minutes . . . and after 10 P.M.!"

"Sold out our TV sets . . . had to re-order from the manufacturer!"

These words from our sponsors represent the favorite brand of Southern Comfort among retailers hereabouts. They come from the wedding of good merchandise with good programs and top air-salesmen!

The first quote comes from Ralph Peck, leading used car dealer among the more than dozen in the area; the next gem from Pete Moore, leading appliance house; the last, from Foley's, local Muntz distributor.

In this thriving market more local retailers hire WROV personalities and programs to move merchandise and sell service than any of the other three stations. They know it's the *programs*, not the power, people listen to and believe in.

If you'd like to give your accounts a taste of the Southern Comfort in Sales our retailers enjoy, pour some of their budget into Roanoke's only fulltime Music, News and Sports Station, WROV!

Represented by
BURN-SMITH CO., INC.

ad MAN'S BEST FRIEND

1240 ON YOUR DIAL

WROV

Burt Levine, Pres.

ROANOKE, VIRGINIA

12,391 Attend Dedication Of WTTM Trenton Studios

WTTM Trenton, N. J., was straightening up its new studios last week after a crowd of 12,391 attended open house coincident with dedication of the studios and the new Nationwide Insurance regional office building in which they are located. The stream of visitors was so heavy that a special detail of police and firemen had to be called to clear the streets and the studios had to be kept open an hour overtime.

The dedication and open house May 24 were preceded by a community dinner the night before which featured talks by New Jersey Gov. Robert B. Meyner, NARTB President Harold E. Fellows and Murray D. Lincoln, president of Nationwide Insurance, of which WTTM is a subsidiary. FCC Comr. Rosel H. Hyde sent commendations on WTTM's "splendid record" and congratulations on the new facilities.

Herbert E. Evans, vice president and general manager of Peoples Broadcasting Co., which operates WTTM, was host at the dedication. Other principals included Fred E. Walker, WTTM general manager, and Peoples Board Chairman James E. West. Traditional ribbon-cutting ceremony was accomplished by a thermal bomb reaction, devised by atom physicist Herbert Alyea of Princeton U., which involved a jet of molten iron. Jet planes from McGuire Air Force base, National Guard units and the Trenton Central High School Band also participated.

WATCHING the thermal bomb reaction at the WTTM Trenton, N. J., dedication ceremonies are (l to r) Mr. West, Father Henry M. Tracy, Mr. Walker, Jerome B. McKenna, New Jersey deputy insurance commissioner; Richard Chilcott, Nationwide vice president and zone manager, and Harold Dodge, New Jersey regional manager for Nationwide.

John Gilmore Leaves WVDA For Community Services Post

JOHN C. GILMORE, sales manager of WVDA Boston, has resigned his post with the station to take over active management as vice president in charge of sales for Community Club Services Inc., Boston, a sales promotion firm. Mr. Gilmore is a co-owner of the firm with Vic Diehm, William Carpenter and Joe Matthews.

MR. GILMORE

In his post with Community Club Services, Mr. Gilmore will headquarter in Boston until fall, when he will open a new office in New York City. His firm also has offices in Norfolk, Va., and Daytona Beach, Fla.

Middlesex Corp. Appoints Dunlap General Manager

WALLACE DUNLAP, manager of WTAO Cambridge, Mass., has been named general manager of Middlesex Broadcasting Corp., which in addition to WTAO operates WXHR-FM and WTAO-TV, both Cambridge. WTAO-TV now is awaiting action on its petition for the use of ch. 13 in the Boston market.

Middlesex President Frank Lyman Jr. also said last week that John Thornton would continue as station manager and Stuart Grover as business manager of WXHR-FM.

Prior to joining Middlesex, Mr. Dunlap spent seven years with WICC-AM-TV Bridgeport, Conn., and before that was active in New York radio circles—principally with the Mutual Network.

Booher Named Tv Sales Head In WMBR-AM-TV Job Shifts

APPOINTMENT of David Booher as sales manager of WMBR-TV Jacksonville, Fla., from his post of vice president of WMBR Jacksonville highlighted a series of personnel changes at the stations announced last week by Glenn Marshall, president. Mr. Booher will be in charge of national and local tv sales.

Other changes included the shifting of Sid Beighley, local sales manager of WMBR, to sales manager of WMBR-TV, handling both local and national sales; the appointment of Roger Langston as promotion manager for WMBR, under which he relinquishes promotional duties for WMBR-TV, and the designation of Ken McClure as promotion manager for WMBR-TV.

WARD-TV Appoints Nelson

APPOINTMENT of Robert R. Nelson as executive vice president of WARD-TV Johnstown, Pa., was announced last Friday. Mr. Nelson has resigned as station manager of WPFH (TV) Wilmington, Del., to accept his new post.

Before going with WPFH (TV), formerly WDEL-TV, in May 1955, Mr. Nelson was associated with WARD-AM-TV for nine years and was general manager at the time he left.

WITH Showing in Chicago

MARKET presentation was made by WITH Baltimore in Chicago last Tuesday for midwest agency and other advertising representatives, with Forjoe & Co., station's sales representative, as co-host. R. C. (Jake) Embry, WITH general manager, delivered the slide presentation for timebuyers and other radio-tv executives, stressing the independent station's music-news-personalities format and Baltimore area market characteristics.

KCCO on Air in Lawton

KCCO Lawton, Okla., 250 w daytimer on 1050 kc, began operating at 2 p.m. May 25 after receiving FCC approval to begin program tests. Station is owned by Dr. G. G. Downing, with Morgan Roberts as general manager.

Profit Sharing, Pension Plans Put in Effect by H-R Firms

PROFIT SHARING and pension plans, both non-contributory on the part of employes who will benefit, have been adopted by H-R Representatives Inc. and H-R Television Inc., Frank M. Headley, president of the radio and tv representative firms, announced last week at a general meeting of personnel of both companies.

It was noted that with the adoption of profit sharing and pension plans, H-R's "comprehensive fringe-benefit program of six components" has been completed. The firms already have instituted hospital, surgical, medical catastrophe and group life insurance coverage.

Mr. Headley told the H-R meeting that adoption of the plans was "a very happy occasion for the H-R partners" (Partners are Mr. Headley, Dwight S. Reed, Frank E. Pellegrin, Carlin S. French and Paul R. Weeks).

H-R Expands Two Offices On Coast, Adds Salesman

AN EXPANSION of its west coast operations and the addition of a radio salesman to its new offices there were announced last week by H-R Representatives Inc., station representative.

Physical facilities of its Hollywood and San Francisco branches are being enlarged. Move of the San Francisco operation to new and larger quarters takes place June 15, and similarly in Hollywood, about July 1. Both new locations will be on another floor in the same buildings now occupied: 155 Montgomery St. in San Francisco, the Equitable Bldg. in Hollywood. A new telephone number, Yukon 2-5837, is set for San Francisco, while H-R's Hollywood number, Hollywood 2-6453, remains the same.

Added to the radio staff as a salesman was Joseph L. Scanlan, formerly a time salesman at KCCC-TV Sacramento, Calif. He starts on July 1.

KABC-AM-TV Names Katz

THE KATZ AGENCY has been named national sales representative for KABC-AM-TV Los Angeles, effective June 1, it was announced last week [CLOSED CIRCUIT, May 7]. The agency has offices in New York, Chicago, Detroit, Los Angeles, Dallas, Kansas City, San Francisco and Atlanta.

KFH Marks 34th Anniversary

KFH-AM-FM Wichita, Kan., celebrated its 34th anniversary May 26. The station, founded in 1922, has operated continuously under the same management, John Rigby, president, and Marcellus M. Murdock, publisher of the *Wichita Eagle*, as vice president. Thomas P. Bashaw is general manager. KFH, operating on 1330 kc, 5 kw, has been affiliated with CBS since 1929.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Super Sound-Off

CANDIDATES from all over Spartanburg (S. C.) County had their say before the microphones and cameras of WSPA-AM-FM-TV Spartanburg in a three-hour simulcast Saturday night, May 19. As a public service effort the stations invited 47 political aspirants to appear with a three-minute limit apiece, the same time allotted to candidates at regular county political meetings.

Tibbett Resigns From WJRD; To Open Representation Firm

GENE TIBBETT has resigned his post as general manager of WJRD Tuscaloosa, Ala., and in conjunction with three radio station owners-operators will open offices in Atlanta, Ga., of the Dixieland Stations Inc., representing a group of radio and tv stations throughout the South.

MR. TIBBETT

Mr. Tibbett, a veteran of more than 20 years in radio, has spent thirteen of those years as manager of radio stations.

Associated in ownership of the Dixieland Stations will be L. H. Christian, of WRFC Athens, Ga.; C. A. (Chuck) McClure, WGBA Columbus, Ga., and Hugh Tollison, WGIG Brunswick, Ga.

Offices will be located at 217 Glenn Building in Atlanta.

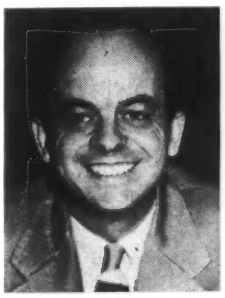
William Walker Recovering

WILLIAM E. WALKER, Michigan-Illinois broadcaster, is recuperating satisfactorily after a mild coronary attack. Mr. Walker, stricken May 15, has been hospitalized in Madison (Wis.) General Hospital. His progress has been described as good, according to Joseph D. Mackin, general manager of WMBV-TV Green Bay-Marinette and WMAM Marinette, owned by M & M Broadcasting Co.

Mr. Walker is president of M & M Broadcasting Co., Beaver Dam Broadcasting Co. (WBEV Beaver Dam, Wis.) and Rock River Broadcasting Co. (WRRR Rockford, Ill.) and a director of Guild Films Inc.

Day to Leave KLZ-AM-TV

BILL DAY, veteran of 15 years in Denver radio and television, has resigned as publicity director of KLZ-AM-TV Denver, effective June 15, to enter private business. Mr. Day is a graduate of the U. of Colorado, where he also served as sports publicity director, and for 12 years was director of news, special events and publicity at KOA Denver. He joined the KLZ staff three years ago.



MR. DAY

Romance!

when you're married to a girl young enough to be your daughter and she falls in love with a man her own age... beware the blackmailer who is...

"THE ORDERLY"
a story of love and intrigue
by GUY DE MAUPASSANT

One of a sensational series of 26 FIRST-RUN ALL-NEW, HALF-HOUR quality television programs on film...with the world's top writers, top production, top stars.

It's all in
NTA's
"THEATRE"
with LILLI PALMER, your hostess

For audition print and full details...
WRITE—WIRE—PHONE TODAY
NTA
National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y.
PLaza 7-2100

Pearson Firms Set Up Offices in California

JOHN E. PEARSON Co. and John E. Pearson Television Inc., station representatives, have established two new company-owned offices in San Francisco and Los Angeles.

The expansion move was decided, John E. Pearson, head of the firms said last week, "due to the continued rapid growth of both radio and television on the [west] coast and also due to the fact that several large eastern and mid-western agencies are de-centralizing their buying and servicing and are opening full time offices in the west."

In San Francisco, the new office at 58 Sutter St. will be headed by B. P. Timothy. He was

MR. TIMOTHY MR. CASSIDY

formerly with Avery-Knodel and Free & Peters, and is president of KMBY, CBS affiliate in Monterey, Calif. He will continue to act as president and advisor to the station, where his wife and son, James, are active in KMBY's daily operation. Sue Masterson, who has been with Pearson for the past several years, will be assistant to Mr. Timothy.

The Los Angeles office will be located at 3242 E. 8th St. Dave Cassidy will transfer from the firm's New York office to head the Los Angeles operation. Replacing Mr. Cassidy in New York will be Mike Wurster, who joined the station representation organization May 21. He was formerly with Kieswetter, Baker, Hagedorn & Smith agency and before that with BBDO, New York.

Equal Time Request Denied Candidate Kellems by WICC

A REQUEST to WICC Bridgeport for equal time to that given to Sen. Prescott Bush (R-Conn.) for his reports to his constituency since July 5, 1955, has been denied to Vivien Kellems, who is campaigning against Sen. Bush for the GOP nomination to the Senate seat.

Philip Merryman, general manager of WICC, said Miss Kellems' "demand for a free ride for her candidacy is apparently based on the misapprehension that Sen. Bush has been using time on our station to campaign for the Senate since last July. . . .

". . . Were radio to adopt the novel thesis advanced by Miss Kellems, then no congressman could ever take the air to report to his constituency, and by simply declaring herself a candidate for the presidency, Miss Kellems could harvest all the time given to the President on radio and television since 1952."

Mr. Merryman said Miss Kellems contends that since Sen. Bush now is a candidate for renomination, she is entitled to the same amount of time that has been given to Sen. Bush and his colleague, Sen. William Purtell (R-Conn.), from Washington. He suggested Miss Kellems might also ask newspapers for space equal to that devoted to Sen. Bush.

KDKA-TV Pacts Pirates

KDKA-TV Pittsburgh has contracted to carry nine of the away-from-home games of the Pittsburgh Pirates, long-noted for being television "shy." The broadcasts, which began May 27 with the first game of a doubleheader against Philadelphia, are being sponsored by Atlantic Refining Co., Plymouth and the Otto Dairy Co. The games, all weekend affairs, will include a visit to each of the remaining National League clubs at least once.

Cruise, Cox Take New Posts In CBS Radio Spot Sales

RICHARD G. CRUISE, mail order department manager of CBS Radio Spot Sales, was named Friday as northeastern sales development representative, effective today (Monday). In his new capacity, Mr. Cruise will service CBS Radio Spot Sales clients and agencies in New England, New York and Pennsylvania, reporting to Ole Morby, manager of sales development. Before joining CBS in 1954, Mr. Cruise was with MacFadden Publications in Los Angeles and New York.

Named to succeed Mr. Cruise was Joseph R. Cox, assistant to the vice president in charge of radio-tv, Albert Frank-Guenther Law Inc., New York, and former traffic supervisor and

MR. COX Mr. CRUISE

area supervisor of the DuMont Television Network's station relations department.

WDVA in New Studios

WDVA Danville, Va., has moved into its newly-completed studios on Lexington Ave., according to Emerson J. Pryor, vice president-general manager. Mr. Pryor said the building program for WDVA, a 5 kw Mutual affiliate, was necessitated by "an expanding staff, increased services and demand for additional studio space."

STATION SHORTS

KLX Oakland, Calif., announces exclusive Bay Area coverage of all U. of California athletic events, with football season beginning Sept. 22. Station has also signed exclusive contract with Pacific Coast Conference for coverage of all California football and basketball games during two seasons to come.

WJOB Hammond, Ind., has moved into new office and studio quarters at Radio Center, 6405 Olcott Ave., that city, held open house for visitors May 29. New telephone number is Tilden 4-1230.

WBKB (TV) Ups Vieracker

MATTHEW E. VIERACKER has been promoted from comptroller to general manager of WBKB (TV) Chicago under Sterling C. Quinlan, vice president of the ABC owned and operated station. Manuel Fingerhut has been appointed to succeed Mr. Vieracker.

KEOK Fort Dodge Now on Air

KEOK Fort Dodge, Iowa, went on the air two weeks ago, operating with 1 kw at 540 kc. W. N. Schnepp is vice president-manager. Everett-McKinney Inc. represents KEOK nationally.

REPRESENTATIVE APPOINTMENTS

KRUX Phoenix, Ariz., appoints Adam Young Inc.

KTRI Sioux City, Iowa, names Everett-McKinney Inc., N. Y.

KRKD Los Angeles appoints The Meeker Co.

REPRESENTATIVE SHORT

The Katz Agency, L. A. office moved to 3325 Wilshire Blvd. Telephone: Dunkirk 5-6284.

The Katz Agency's San Francisco office also moved, to Room 1823, Russ Building. New telephone number: Douglas 2-7628.

George P. Hollingbery Co. has moved L. A. branch to 3325 Wilshire Blvd.

REPRESENTATIVE PEOPLE

John E. Scanlan, director of research, Keystone Broadcasting System, named radio-TV research supervisor on NBC Spot Sales staff, N. Y.

STATION PEOPLE

MR. GORDON

Larry Gordon, station manager, KSWS Roswell, N. M., appointed general station manager and secretary - treasurer of Rogue Valley Broadcasters Inc., operator of KWIN Ashland - Medford, Ore., succeeding **Daren Flickenger,** resigned.

Ray Owen, account executive, WLEE Richmond, Va., to radio sales manager, KVOA Tuscon, Ariz.

Edward H. Altman, traffic manager, WPTZ-(TV) (now WRCV-TV) Philadelphia, to WPFH-(TV) Wilmington, Del., as operations manager.

Bill Cordell, recent graduate of Grantham School, Washington, D. C., to WTCW Whitesburg, Ky., as chief engineer.

Curt Stallings, announcer, KFH Wichita, Kan., to KVOE Emporia, Kan., as program director. **Paul Fleener,** KMAN and KSAC Manhattan, Kan., to KVOE as sports director.

John H. Bose, supervisor of radar laboratory of the Columbia U. electronics labs and long-time associate of late Maj. E. H. Armstrong, FM inventor, appointed consulting engineer of WBAI-FM New York.

YOU MIGHT HIGH JUMP 6′ 11½″—*

BUT . . . YOU NEED WKZO RADIO TO GO OVER THE TOP IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

The *only* "radio way" to jump your sales to record heights in Western Michigan is to use WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, prove WKZO's dominance. WKZO gets more than TWICE as many listeners as the next station—*morning, afternoon and night!*
Ask your Avery-Knodel man for complete facts.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Walt Davis set this world's record on June 27, 1953, at Dayton, Ohio.*

John E. Smollon Jr., commercial manager, WJHO Opelika, Ala., named acting manager of station, succeeding **John C. Cooper,** resigned to become general manager of WJRD Tuscaloosa, Ala.

Mrs. Eugene S. Tanner, wife of WSIX Inc. Nashville vice president and television commercial director, drowned Wednesday in holiday accident in Cumberland River near Nashville. Also surviving are a daughter, Kay, and a sister.

Charles W. Ferguson II, formerly account executive for midwest area at Screen Gems Inc., to sales department of WNBQ (TV) Chicago in similar capacity.

Frank H. Stevens, news director, WWVA Wheeling, W. Va., named community projects director.

Jim Williams, KUDU Ventura, Calif., promoted to program director. **Fred Suffins,** account executive, KVSM San Mateo, Calif., to KUDU in same capacity. **Guy Willey,** WTCS Fairmont, W. Va., to KUDU as disc jockey and account executive. **Jack DeLong,** radio personality, named news director. **Bill Sanderson,** Don Martin School graduate, to KUDU announcing staff. **Jeri Loomis** to KUDU traffic department.

William J. Connelly, formerly station manager, KOOL Phoenix, Ariz., to sales staff of WBBM Chicago. **Bert Martin,** Colgate-Palmolive Co., and **Ed Hart,** WGN Chicago, also to WBBM sales staff.

Jack Shepard, program manager, KGO-TV Fresno, Calif., to KRCA (TV) Los Angeles as floor manager.

Noel Confer, announcer, KVOO-TV Tulsa, named chief announcer succeeding **Howard Bogarte,** now serving as news director. **Roy Mitchell,** KCMC-AM-TV Texarkana, Tex., to KVOO-TV as staff announcer.

Russell A. Greer Jr., American Factors Ltd., Honolulu, to sales department of KGMB Honolulu.

Phil Agresta, announcer, WBT-WBTV (TV) Charlotte, N. C., appointed WBT sports editor.

Ray Jacobs, director, newscaster and m.c., KJEO-TV Fresno, Calif, named production manager.

Mrs. Evelyn Eblin, manager of Rash's Bootery, Huntington, W. Va., to WHTN-TV Huntington, W. Va., as sales representative. **Mrs. Loretta Pemberton,** sales service staff, WSAZ-TV Huntington, to WHTN-TV in same capacity. **Mrs. Jane Dingess Gallagher,** former WSAZ-TV air personality, to WHTN-TV as traffic manager. **Mrs. Audrey Rose,** former lab assistant, Celanese Corp. of America, to WHTN-TV film department.

John Derderian, assistant facilities director and floor manager, WWJ-TV Detroit, appointed staging services manager.

Stan Bohrman to KNXT (TV) Hollywood as summer staff announcer.

Doug Johnson, actor and former floor director, WGR-TV Buffalo, N. Y., returned to WGR-TV as producer-director.

Terry Sullivan, WGMS Bethesda, Md., to WWDC Washington announcing staff.

Bob Tibbitts, announcer, KWOS Jefferson City, Mo., to WIL St. Louis.

Dale Ring to farm staff, WMRN Marion, Ohio.

Paul Arnold, singer, to WRC-AM-FM-TV Washington.

Miriam Luke to WIRE Indianapolis, Ind., as record librarian.

Barbara Kirby, society reporter, Muskogee, Okla., to promotion department, WKY-AM-TV Oklahoma City. **Richard M. Fleming,** Oklahoma City announcer, to WKY-AM-TV. **Joyce Clark,** former receptionist, WKY-AM-TV, returned to station in traffic department.

Jerry Howard, air personality, WBZ Boston, to WEEI there for daily show.

John Candler, WISE Asheville, N. C., to WDVA Danville, Va., for night program.

Rubin Pittman, recent graduate of Princeton U. and part-time announcer at WTTM Trenton, N. J., to WLIB New York as disc jockey.

Bernie D. Gress, Ottumwa, Iowa, to sales department, KGFW Kearney, Neb.

Earl Greer, engineering staff, KEEN San Jose, Calif., transferred to sales staff.

Ray Jacobs, director, newsman and m.c., KJEO (TV) Fresno, Calif., named production manager.

George L. Flax, publishers' sales representative and formerly with WTTG (TV) Washington production department, returned to WTTG as account executive, succeeding **Jack Corwin,** now WOV New York account executive.

Richard Hill, formerly in CBS Hollywood public relations department, appointed account executive, KFMB-TV San Diego, Calif.

J. Hogan, former newsman, KRLD Dallas, Tex., returned to station after two years in private business.

Victor J. Brewer, former announcer-salesman, WDOT Burlington, Vt., to sales staff, WKNB New Britain, Conn.

Les Nicholas, newscaster, WGN-AM-TV Chicago and MBS reporter, to KIMN Denver and Intermountain Network.

Delores Finlay, Studio Film Service, L. A., press department, to KRCA (TV) Los Angeles, replacing **Joyce Palmer.**

Jim Westover, KDKA Pittsburgh, Pa., to KQV that city as morning personality, succeeding **Jack Logan,** resigned to join U. S. Information Agency, Washington.

Stuart Leslie, Syracuse U. graduate, to WTAP-TV Parkersburg, W. Va., as account executive.

Jack Morrissey, salesman, KFSD San Diego, Calif., to night disc jockey.

Roger Mudd, news director, WRNL Richmond, Va., to news and public affairs division, WTOP Washington.

Walt Kalata, news and program director, WPLY Plymouth, Wis., to WAPL Appleton, Wis., under air name of Sunny Day.

Perk Richards, WNAB Bridgeport, Conn., disc jockey, and formerly WICC Bridgeport newscaster, returned to WICC as staff announcer.

Quintin E. McCredie, advertising-production manager of KLZ-AM-TV Denver, to promotion staff of WNBF-AM-TV Binghamton, N. Y. **Mrs. Katherine Remus,** former WNBF-AM-TV Binghamton, N. Y., secretary, to sales traffic director, succeeding Mrs. Ailsa Dewing, resigned to join *Endicott* (N. Y.) *Bulletin.* **Mrs. Evelyn Ward,** Remington Rand, Elmira, N. Y., to WNBF-AM-TV traffic staff, and **Mary Jane Snow,** Cazenovia Junior College, to copywriter at stations.

Larry Meyers, KIMN Denver, to KCSB San Bernardino as disc jockey-account executive.

Knowles Robertson, KXLY Spokane, Wash., and **John Babcock,** WOAI-AM-TV San Antonio, Tex., to KCBS San Francisco as summer relief announcers.

W. A. Ruhmann, farm director, WBAP-AM-TV Fort Worth, Tex., named state agricultural chairman for U. S. Savings Bonds Committee.

CELEBRATING the first anniversary of *Brooke Johns Breakfast Show* over WDON Wheaton, Md., and WASH-FM Washington, D. C., are (l to r) Everett L. Dillard, WDON-WASH general manager; Mrs. Dillard; J. Arnold Anderson, retail operations manager of Safeway Stores, sponsor of the show; Mrs. Anderson; Edgar Balshaw, Washington Div. manager of Safeway; Mrs. Balshaw, and Brooke Johns. Mr. Johns is a former star of "The Ziegfeld Follies."

RELIABILITY!

- Exclusive Patchover—prevents serious loss of air time; eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament — in readiness to operate if needed.
- Longer-life AX-9904R Amperex final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?

get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT!

- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!

- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement!
- Fits into standard elevators and thru doorways!

EASIER OPERATION!

- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality; readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand . . . and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements . . . when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction . . . S-E equipment alone meets all these requirements! Put your thoughts into action now . . . send for new free bulletin showing how you can boost power the more dependable, more economical way . . . with S-E!

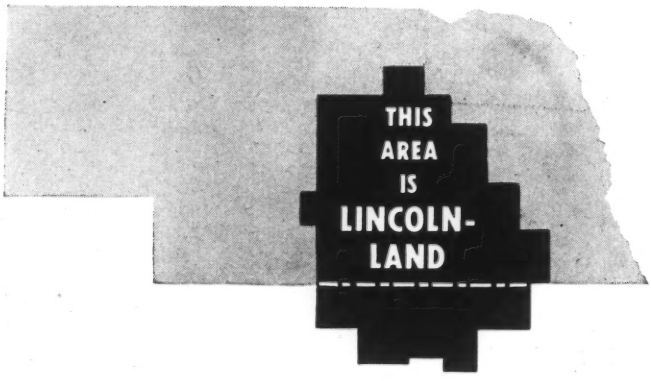
standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

285-289 EMMETT STREET SE NEWARK 5, NEW JERSEY

ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER = HIGH BAND ECONOMY

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 100 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha signal!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important 42-county market is as independent of Omaha as Hartford is of Providence, or Syracuse is of Rochester!

Telepulse figures show that KOLN-TV gets 138.1% more afternoon viewers than the second station . . . 194.4% more nighttime viewers!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

Fritz Kuler, production manager, KRLD-TV Dallas, Tex., elected president of Dallas Civitan Club.

Fred E. Walker, general manager, WTTM Trenton, N. J., elected to executive committee, Retail Merchants Div., Greater Trenton Chamber of Commerce.

Harold J. Schmitz, farm service director, KFEQ-AM-TV St. Joseph, Mo., elected president of National Mechanical Corn Picking Contest Assn., succeeding **Arnold Peterson,** WOW Omaha. **Red Stangland,** KSOO Sioux Falls, S. D., elected vice president.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., elected secretary of Greater Miami professional chapter of Sigma Delta Chi, journalistic fraternity.

Jane Weston, woman's service director, WOWO Fort Wayne, Ind., elected president, Indiana Dietetics Assn.

Ward L. Quaal, vice president of Crosley Broadcasting Co., elected president of Cincinnati, Ohio, Executives Assn.

Carleton D. Smith, NBC vice president and general manager, WRC-AM-FM-TV Washington, named general campaign chairman of new United Givers Fund of National Capital Area.

Jack Ansell Jr., commercial manager, KNOE-TV Monroe, La., named president of Monroe-West Monroe Sales Executives.

George Hack, disc jockey-program director, WSUX Seaford, Del., to emcee series of Miss Del-Mar-Va contests in tri-state area.

Ed Paulin, sports director, WMRN Marion, Ohio, elected state vice president of Ohio Junior Chamber of Commerce.

C. Greg Van Camp, promotion director, WTRF-TV Wheeling, W. Va., elected president of Wheeling Junior Chamber of Commerce.

Lou Lombardi, salesman, WKNE Keene, N. H., elected president of Keene Junior Chamber of Commerce.

Roger L. Hagadone, president and general manager, KYME Boise, Idaho, elected national committeeman for Idaho Young Republican Federation.

Ewald W. Berger, technical director, KXOA-AM-FM Sacramento, Calif., elected chairman of Sacramento section, Institute of Radio Engineers.

Bill Templin, office manager, WOW-AM-TV Omaha, elected president of local chapter, National Assn. of Cost Accountants.

George F. Walsh, formerly at WJMR-TV New Orleans, La., to production staff of WBBM Chicago as producer.

Gordon A. Preuss, graduate of Northwestern U. School of Speech and formerly floor manager of WTTW (TV) Chicago, to WTMJ-TV Milwaukee as producer-director.

Hal Uplinger, trade paper reporter-columnist, Hollywood, to press information staff, KNXT (TV) Hollywood.

Tom Owens, musician, WMT Cedar Rapids, Iowa, died May 27 after long illness.

Merritt Trott, local sales manager, WBAL-TV Baltimore, father of boy, William Randolph.

Norman Cohen, account executive of WAAT Newark, N. J., father of girl, Laurie Susan.

RAB Committees, Board To Meet in New York

EXECUTIVE and finance committees of Radio Advertising Bureau meet tomorrow (Tuesday) at the Waldorf-Astoria in New York, and the full RAB board assembles there Wednesday.

Major topic on the board's agenda is consideration of a new, $790,000 annual budget that RAB will submit for approval. Also to be disclosed to the board is an outline of seven new plans for expanding and improving the organization's sales and promotion programs, including an expansion of the National Radio Advertising Clinic (see story, this page); an augmented plan of local and regional sales calls, and further expansion of services to radio station management.

The executive committee, headed by Kenyon Brown, KWFT Wichita Falls, has set its meeting starting Wednesday with lunch and continuing through the afternoon. Other members of the committee: Charles T. Ayres, NBC, New York; Charles C. Caley, WMBD Peoria; Arthur Hull Hayes, CBS Radio, New York; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston, and Allen M. Woodall, WDAK Columbus, Ga.

The finance committee, temporarily chairmanned by Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB board chairman, meets that morning. Mr. Baudino fills in for John S. Hayes, WTOP Washington, the finance unit's chairman, detained in Washington by the network probe. Also on the finance group: Donald Durgin, ABC. New York; Simon Goldman, WJTN Jamestown, N. Y.; C. Howard Lane, KOIN Portland, Ore.; Robert A. Schmid, MBS New York; Donald W. Thornburgh, WCAU Philadelphia, and Lee Wailes, Storer Broadcasting Co.

Members of both the finance and executive units are also on the board, as are: Edward Breen, KVFD Fort Dodge, Iowa; John C. Cohan, KSBW Salinas, Kan.; Robert E. Dunville, WLW Cincinnati; Frank P. Fogarty, WOW Omaha; Jack W. Harris, KPRC Houston; George J. Higgins, KMBC Kansas City; Elroy McCaw, WINS New York; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke; Edward Petry, Edward Petry & Co.; Al Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co.

RAB, Nielsen Sign Contract For Radio Promotion Series

FIRST STEP in developing a new series of radio promotion projects was taken last week with the announced signing of a contract between Radio Advertising Bureau and A. C. Nielsen Co., under which Nielsen will supply RAB with specially computed cumulative audience figures for certain station and network advertiser schedules.

Under the agreement, RAB will pay Nielsen an annual contractual fee on a per project basis. A number of Nielsen reports on various cumulative schedules during the year—perhaps a minimum of 12—will be delivered to RAB. These will be used to supplement RAB's series of cumulative audience reports issued two years ago, which pointed up audiences of various types of radio programs.

In announcing the contract, RAB President Kevin Sweeney commented that "swiftly increasing interest among both national and retail advertisers in the tremendously broad and regional coverage provided by saturation schedules of announcements had dictated our exploration of what many different types of schedules provide."

Additional conferences will be held by RAB to determine what course it will take in applying the data made available under the new contract.

NARTB Tv Code Review Board Opens D. C. Sessions Tomorrow

NARTB's Television Code Review Board will meet June 5-6 at NARTB Washington headquarters, according to G. Richard Shafto, WIS-TV Columbia, S. C., board chairman. Amendments to the tv code will be reviewed, including a possible affiliation of tv film producers and distributors and a study of subscriber violations of code provisions.

FCC Chairman George C. McConnaughey will speak at the board's Tuesday luncheon session. Board members, besides Chairman Shafto, are William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, and Roger W. Clipp, WFIL-TV Philadelphia. Taking part for NARTB will be President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Robert L. Heald, chief attorney; Edward H. Bronson, director of tv code affairs; Charles Cady, assistant director, and Robert K. Richards, NARTB consultant.

Second Radio Adv. Conference Slated for Oct. 29-30 in N. Y.

RADIO Advertising Bureau's second annual National Radio Advertising Conference will be held Oct. 29-30 at the Waldorf-Astoria Hotel, New York, RAB President Kevin Sweeney announced following a meeting with bureau's plans committee [B•T, May 28]. First NRAC, last October, drew 400-500 advertiser, agency, station and network people to hear leading radio users tell how they employ it successfully [B•T, Oct. 17, 1955].

RAB's plans committee session also considered tentative program for major intensification of RAB's sales coverage at local level. Under present plans, rate of RAB personal presentations to local advertisers—made in cooperation with member stations in each area—would be stepped up to as many as 45 per town.

Regional 4A Dates Set

DATES of three regional conventions to be held in the fall have been set by American Assn. of Advertising Agencies. The Central Region annual meeting will be held Oct. 4-5 at the Hotel Blackstone, Chicago, with Lawrence O. Holmberg, Compton Adv., Chicago, Central Region chairman, in charge; Western Region, Oct. 7-10 at Hotel Del Coronado, Coronado, Calif., with Trevor Evans, Pacific National Adv. Agency, Seattle, Western Region chairman, in charge, and the Eastern Annual Conference, Nov. 27-28 at the Hotel Roosevelt, New York, with Adolph Toigo, Lennen & Newell, New York, Eastern Region chairman, in charge. Still to be announced is the date of the East Central Region meeting.

NCTA Meeting June 12-14

THE National Community Television Assn. will have its fifth annual convention and trade show June 12-14 at the William Penn Hotel in Pittsburgh. The convention keynote, "As Others See Us," will be carried out by speakers from groups which "have a bone to pick" with community antenna television systems.

'STABILITY' OF RADIO SHOWN IN SRA FINDINGS

Report shows that average time rates for last five years have paralleled volume of sales. Announcement package purchases called best buy.

RADIO'S average time rates for programs and announcements on stations have shown "remarkable stability" in the past five years, paralleling the volume of radio time sales, also "on an even keel" for the period, according to Station Representatives Assn.

The "average," says SRA, takes in rates of programs and announcements for the total stations in each population group.

SRA three weeks ago released some of the findings of a report it had prepared on patterns and trends in radio rates, which underscored the move of more and more stations to identical day and night rates [B•T, May 21].

SRA finds that, while one-time announcement rates have shown little change except for lowered nighttime charges, "actually announcement rates in practical use are one of the few services or products that are substantially lower over a five-year period."

Upshot of all this, says SRA, is to account in part for the current "resurgence" of national spot radio, bringing about "one of those seldom ideal conditions where everybody benefits—advertisers, agencies, stations."

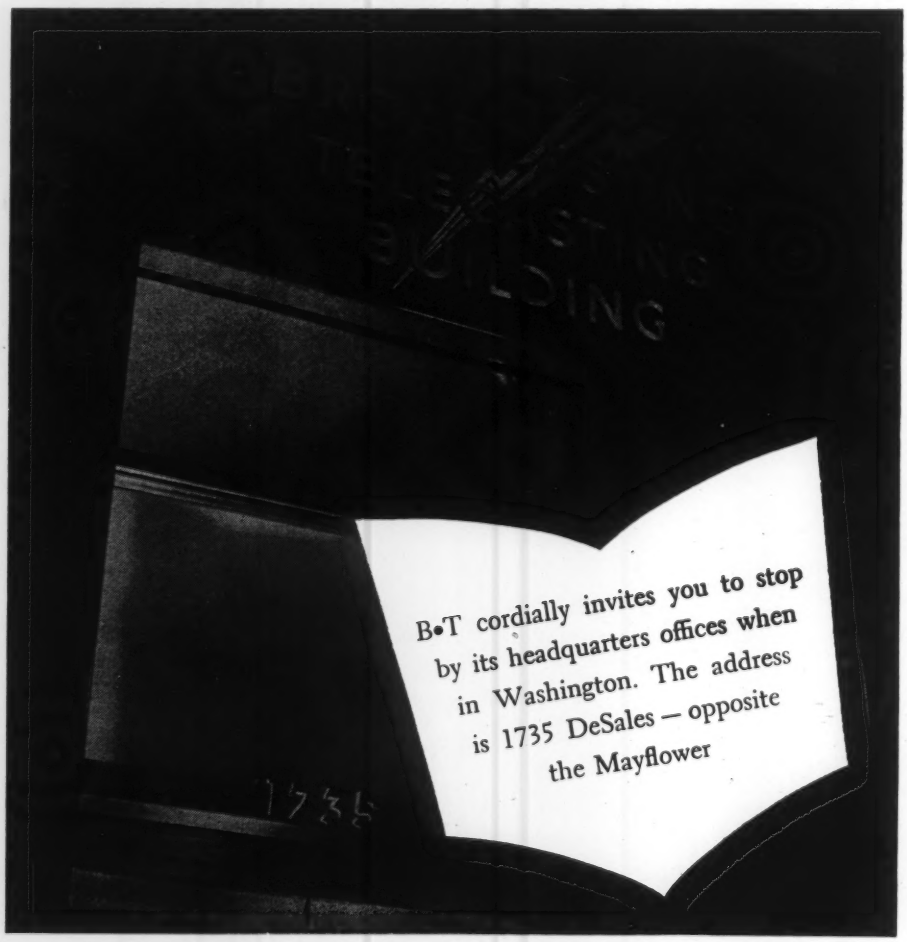
In its statement a fortnight ago, SRA asserted that where the advertiser gets a much better buy is in announcement package purchases. To support this contention, SRA points to a "radical change" in the pattern of use of announcements, i.e., national advertisers buying on a saturation basis, either for short drives or in some cases for 52-week campaigns, in place of the former practice of using 3-10 announcements weekly.

To accommodate this type of purchasing, SRA notes, stations have set up higher discounts for larger annual use by the advertiser, with many of the outlets developing special plans to attract more business, sales and underscore national spot radio as "the lowest cost advertising medium."

Buckley Elected President Of N. Y. Art Directors Club

WILLIAM H. BUCKLEY, art director on the Studebaker-Packard and Parliament cigarette accounts, Benton & Bowles, New York, Thursday was elected president of the Art Directors Club of New York for the 1956-57 term. As chairman of the club's 35th annual exhibition of advertising and editorial art and design, he headed all planning for the biggest art show in the club's history (see page 96).

Other officers elected: Robert H. Blattner, *Reader's Digest*, first vice president; Cecil Baumgarten, art consultant, second vice president; Edward R. Wade, Parade Publications Inc., secretary, and Mahlon A. Cline, art consultant, treasurer. The executive board for the coming term consists of A. Russell Hillier, Kastor, Farrell, Chesley & Clifford; Garrett P. Orr, Outdoor Advertising Inc., and Bert W. Littmann, Palmer & Littmann Inc.



Wis. AP Radio-Tv Assn. Names Krueger Chairman

JACK KRUEGER, news director of WTMJ-AM-TV Milwaukee, is the new chairman of Wisconsin Associated Press Radio-Tv Assn. He was elected at the spring meeting of the association a fortnight ago in Milwaukee.

Principal speaker for the occasion was Lawrence E. Beier, director of the enforcement division of the Wisconsin Motor Vehicle Dept., who urged the state's radio and television stations to cooperate in an effort to reduce the highway fatality rate, which has reached a record of more than 300 in Wisconsin this year.

Mr. Krueger, who also appeared on the program, outlined the work of the National Associated Press Radio-Tv Assn. and called attention to the fact that the National Assn. of Radio & Television News Directors will hold its 1956 convention in Milwaukee in November. Mr. Krueger is a director of both organizations.

WBA Seeks Libel Relief

RESOLUTION authorizing its legislative committee to draft a report, looking toward a state bill to relieve broadcasters of responsibility for libelous or defamatory statements, was adopted by the Wisconsin Broadcasters Assn. at a May 24-25 meeting climaxed by a BMI clinic. WBA will press for its adoption in the state legislature next January. The legislative committee is headed by Howard Dahl, WKBH La Crosse, Wis.

Reinsch to Speak Wednesday

ROLE to be played by the broadcasting industry in this year's political campaigns will be assayed by J. Leonard Reinsch, managing director, Cox Stations, in a luncheon address before the Broadcast Adv. Club of Chicago Wednesday.

Speaking on "Politics in Broadcasting" as radio-tv consultant to the Democratic Party, he will review history of past campaigns and plans for broadcast coverage of the 1956 Presidential nominating conventions in Chicago and San Francisco.

To Address Engineers' Meet

TV filmed commercials as a selling tool for advertisers and agencies will be discussed by two executives of J. Walter Thompson Co., New York, today (Monday) at a meeting of the Atlantic Coast section of the Society of Motion Picture & Television Engineers. Speakers will be William Briggs, account executive, on "Advertising and Selling—the People's Business" and Wallace Elton, vice president and director, on "How to Build a Working Advertisement."

TRADE ASSOCIATION PEOPLE

William B. Colvin, sales promotion staff, Television Bureau of Advertising, N. Y., advanced to take charge of station services department.

Lou Sirota, copywriter, Cayton Adv., N. Y., to TvB sales promotion department.

Edward L. McLean, editor and writer, Skye Publishing Co., N. Y., to promotional writer, Radio Advertising Bureau, N. Y.

Mary E. Williamson elected president of new Omaha chapter of American Women in Radio & Television. Other officers: **Bettie Tolson,** vice president; **Judy Swafford,** secretary, and **Marian MacDonald,** treasurer.

How do you take issue with a lump in the throat?

There are plenty of facts to prove that the expansion of the federal government into the electric power business is uneconomical, inefficient and downright dangerous. But facts often have tough going against the emotional arguments used by advocates of federal government power projects.

Speaking for the TVA, for instance, a U. S. Senator recently said this:

> I wonder if any one [of TVA's critics] has ever driven along a country road, when dusk is falling in this valley. I wonder if they have ever seen the lights come on as the darkness deepens. From barns and sheds, from kitchens and parlors the lovely pattern they make is a symbol of what TVA has meant to the people. I wonder if [these critics] have ever visited the majestic dams and steam plants built by TVA, and if their hearts were ever stirred as mine is every time I read the plaque which each one bears: "Built for the People of the United States."

How do you take issue with this kind of a lump in the throat?

You can point out that these plants were *not* built "for the People of the United States" but were built for members of a special favored class who are given first call on this electricity under federal law.

You can explain that federal government electric rates are not "cheap" but are low only because they are subsidized by extra taxes from citizens all over the country.

You can show that all the sections of the country that are served by the more than 400 independent electric light and power companies, enjoy the comforts and conveniences of electricity, too.

But these facts aren't enough unless we can arm ourselves against the emotional tactics of the advocates of government ownership. These federal power groups claim that government ownership promotes orderliness—but it really breeds inefficiency. They say it broadens ownership—but it actually concentrates political power. They insist it favors the underprivileged—but it creates a new privileged class.

The next time you hear someone argue for federal government electricity, watch for the "lump in the throat." Emotions may be throwing up a smoke screen that hides the facts. *America's Independent Electric Light and Power Companies**. **Names on request from this magazine*

Mini-Studio

for more summer Radio & TV Time Sales!

Now as low as $415

Portable studio includes mixer-amplifier, monitor speaker, birch cabinet with call letters, "45" record player, tube light in display compartment.

NEW OWNERS OF MINI-STUDIOS

WIRJ	Humboldt, Tenn.	WSGN	Birm'gham, Ala.
KJUN	Redmond, Ore.	KFTM	Ft. Morgan, Colo.
WKNY	Kingston, N. Y.	KXLL	Missoula, Mont.
WCPA	Clearfield Pa.	KIJV	Huron, S. D.

Write or wire for bulletin on: optional features; radio and tv program ideas; new price list.

SHOPPER STOPPER CO.
134 S. West Ave., Sioux Falls, S. D.
Phone 8-1150

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

COLUMBIA RECORDS' CONKLING RESIGNS

Goddard Lieberson will succeed him as president of CBS recording arm. Stanton cites rapid growth of division and increased sales since 1950.

MR. CONKLING MR. LIEBERSON

ELECTION of Goddard Lieberson as president of Columbia Records, record and phonograph manufacturing division of CBS Inc., was announced Friday by CBS President Frank Stanton.

Mr. Lieberson, who has been executive vice president of Columbia Records, succeeds James B. Conkling, who resigned effective Friday (June 1) for personal and business reasons in order to relocate in California, where he will establish independent production activities, the announcement said.

With Columbia Records since 1939 and executive vice president since 1949, Mr. Lieberson is credited with directing the creative functions of the company and with having played a major role in the development of its LP catalog, now said to be the world's largest. He also has spearheaded the division's expansion of international operations since 1951, Dr. Stanton pointed out, and has been active as a producer of recordings, with notable innovations and successes in such fields as musical theatre, drama, literature and history.

Dr. Stanton called attention to Columbia Records' substantial growth in the five years since Mr. Conkling became president and Mr. Lieberson executive vice president. He noted that 1955 sales were more than 60% higher than 1950's; that during this period, Columbia Records diversified its activities widely by establishing the new EPIC label, two music publishing companies, a complete line of phonographs and tape recorders (starting with the high-fidelity 360), new 16⅔ rpm long-playing records for automobile player installations and a manufacturing operation in Terre Haute, Ind.

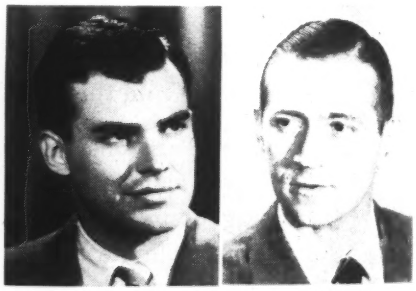
Last August, the announcement noted, Columbia Records became the first major record manufacturer to create a direct-mail record club ("The Columbia LP Record Club"), while in the international field the division has formed wholly-owned manufacturing and sales operations in Argentina, Brazil and Canada.

Mr. Lieberson, a native of England but resident of the U. S. since childhood, has produced records of 20 Broadway musicals and pioneered in the fields of recorded documentaries, drama, literature and history (including Edward R. Murrow's "I Can Hear It Now" series, George Bernard Shaw's "Don Juan in Hell," the Columbia "Literary Series" and the controversial play, "Waiting for Godot").

Creative Assoc. Organized

CREATIVE ASSOC. Inc. has been formed by Sidney A. Dimond and George W. Sloan Jr. for the packaging of documentary radio programs and related services. William Bagg III is business manager of the new organization with offices at 48 Hawthorn Ave., Needham 92, Mass.

Messrs. Dimond and Sloan won eight national awards for broadcasts on industry and American heritage while associated with Boston U.'s School of Public Relations & Communications.



MR. SLOAN MR. DIMOND

New Pay-Tv System Claimed; 'No FCC Approval Required'

PLANS are being formulated to establish a company that claims it is developing a phase of home subscription television that "does not require FCC approval," and presumably operates via closed circuit, B•T learned last week.

The spokesman for the new firm is Emanuel Demby, president of Motivation Research Assoc., New York, a market research company. Mr. Demby declined to give any details of the project to B•T, saying it was "hush-hush" and "there is too much money involved to make any premature announcements."

Mr. Demby has sent letters to officials of several companies in the advertising, agency, publishing and entertainment fields asking them to serve on a board of advisory directors of the proposed corporation. He states in the letter that the company "currently is developing a phase of home subscription television that does not require FCC approval," and uses "a simplified method of broadcasting." Mr. Demby explains the functions of the new corporation as follows: the "broadcasting" of live and filmed shows "which will be charged to the television viewer," and research and testing of programs, commercials, and products at a testing industry service fee.

Segal in Production Pact

ALEX SEGAL, tv producer, reportedly has come to an agreement with Showcase Productions Inc., New York, granting the production company exclusive rights to his services during the 1956-57 season, during which he will produce and direct not less than five 90-minute programs.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Now, *it's "earth satellites"*

The imagination of engineers, scientists, and laymen alike has been wetted by the exciting prospect of launching the first man-made earth satellites! Called project "VANGUARD," it is planned as the high-point of the world's longest "year"—the eighteen months between July 1, 1957 and December 31, 1958 of the *International Geophysical Year.*

First presented in a symposium, March 20th at the IRE Convention, this scientific, history-in-the-making event is detailed well in advance for you in the special June "earth satellite" issue of *Proceedings of the IRE.* Because it is written by men in charge of project development, this will be *the* basic textbook of applied electronic technology in the satellite field.

This definitive issue presents the working data of placing in orbit, construction of the satellite, telemetering and other pertinent information. Herein are stated the objectives and scientific gains to be achieved by the "earth satellite" program.

You will find in this special issue a complete explanation of:

1. tracking the missile—by radio and optics,
2. gathering data from the missile—by radio transmission, propagation, and intermittent reception from widely separate points on earth—and the rapid computations to be based on such data.

You will also find practical application of this development to other electronic fields in this up-to-the-minute symposium. You'll find the "satellite" issue of *Proceedings of the IRE* a publishing event of great value.

Price to non-members . . . $2.00

(All IRE members will receive this June issue as usual. Extra copies to members, $1.00 each.)

CONTENTS OF THIS SIGNIFICANT ISSUE:

"Symposium: The U.S. Earth Satellite Program—Vanguard of Outer Space," Chairman: W. R. G. Baker, General Electric Co., Syracuse, N. Y.

"The International Geophysical Year Program," by Joseph Kaplan, National Academy of Sciences, Washington, D. C.

"The Exploration of Outer Space with an Earth Satellite," by J. P. Hagen, Naval Research Laboratory, Washington, D. C.

"Placing the Earth Satellite in its Orbit," by M. W. Rosen, Naval Research Laboratory, Washington, D. C.

"Telemetering and Propagation Problems of Placing the Earth Satellite in its Orbit," by D. G. Mazur, Naval Research Laboratory, Washington, D. C.

"Tracking the Earth Satellite and Data Transmission by Radio," J. T. Mengel, Naval Research Laboratory, Washington, D. C.

"Optical Instrumentation of the Earth Satellite," by F. L. Whipple, Harvard University, Cambridge, Mass.

"The Scientific Value of the Earth Satellite Program," by J. A. Van Allen, State University of Iowa, Iowa City, Iowa.

The Institute of Radio Engineers
1 East 79th Street • New York 22, N. Y.

PROCEEDINGS OF THE IRE
1 East 79th Street, New York 21, N. Y.

Enclosed is $2.00
Enclosed is company purchase order for the June, 1956 issue on "Earth Satellite"
Send to:

Name_____
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Wynn Opens Tv Service Firm

NEW FIRM to provide services to tv stations has been announced by Lawrence Wynn, former sales manager of WABC-TV and WABD (TV) New York. To be known as Lawrence Wynn Co., New York, the firm will service stations in sales, sales research, film buying, programming, merchandising, promotion and publicity and talent and personnel. Mr. Wynn said his company will supplement activity of station representatives and "is in no way to be interpreted as an attempt to replace station representatives." Mr. Wynn places at 15 the total number of stations with which he expects to have a working association by the end of 1956.

PROGRAM SERVICE SHORTS

SESAC, N. Y., has added M. N. Nemmers Publishing Co., Milwaukee publisher of Catholic Church music, to catalog, bringing number of SESAC publisher affiliates to 286. SESAC also announced recently that it has released 10,000 square feet in new Coliseum Tower, Columbus Circle, New York. Currently located at 475 Fifth Ave, organization plans to move to new quarters in early summer.

Irving P. Krick Assoc., Denver, reports purchase of *The Weather and You* by Instant Fels Naptha on CBS in Nevada, Idaho, Montana and Colorado, bringing total program coverage to 94 stations throughout West.

United Press is polling radio station subscribers on use and sponsorship of UP package news feature scripts. Results will be compiled this spring, and individual stations will receive material for promotional use.

Carmelite Fathers, Englewood, N. J., religious group, making available new half-hour public service radio series titled *The Bridge,* "aimed at showing how an alcoholic can take the first decisive step towards recovery." Series, offered without cost, will be allocated to single station in each community.

French Government Tourist Office, Public Information Dept., N. Y., has compiled tv program aids kit which lists films, rear projection slides, posters, maps and props available free to tv stations. Kit may be obtained from FGTO at 610 Fifth Ave.

PROGRAM SERVICES PEOPLE

Thomas R. Curran, vice president and assistant general manager, United Press, to London as European general manager, succeeding **A. L. Bradford,** resigned because of illness. Mr. Bradford remains in Europe as UP consultant. **Stanton J. Berens,** UP day news editor in Boston and at one time news editor, WMGM New York, named manager of UP's Boston bureau, succeeding **Robert T. Sheeran,** who has resigned to join Sylvania Corp., N. Y.

Irving Kaufman, chief engineer, Audio-Video Recording Co., N. Y., appointed vice president in charge of engineering.

Frank M. Viles Jr., administrative assistant to the general manager, Litton Industries, Beverly Hills, Calif., to technical director, Components Div., Federal Telephone & Radio Co., subsidiary of IT&T, Clifton, N. J.

John F. Gries, Richard A. Foley Adv. Agency, Phila., returned to W. H. Hoedt Studios (art, photographic service) that city, to head sales in merchandising and tv departments.

AFM LOCAL 47 SETS CONVENTION TACTICS

Resolutions calling for renegotiation of existing contracts in tv, radio, recording and movie fields to be put before national meeting in Atlantic City.

RESOLUTIONS calling for renegotiation of existing American Federation of Musicians contracts in the tv, radio, recording and motion picture fields—with the local musician getting better wages from monies now directed to the Music Performance Trust Fund—will be placed before the national AFM convention in Atlantic City next week (June 11) as a result of membership action by AFM's Hollywood Local 47.

Cecil F. Read, anti-Petrillo leader and executive vice president of Local 47, left for New York late last week to carry his local union's fight against the Music Performance Trust Fund and other AFM "dictatorial" practices to eastern musicians "and the various news media" to build up support for his cause at the Atlantic City meeting. The convention will receive about 20 resolutions from Local 47 designed to curb the powers of AFM President James Caesar Petrillo and put more union affairs, including radio-tv contract ratification, in the hands of the musicians involved.

The Read-sponsored resolutions were adopted unanimously at a regular membership meeting of Local 47 last week.

Mr. Read and 10 other Local 47 rebel leaders have been suspended from membership in AFM (Mr. Read for one year, the others for one day) by the AFM International Executive Board following their trial several weeks ago on charges brought by Local 47 President John te Groen and Recording Secretary Maury Paul [B•T, May 28]. The suspensions have been temporarily stayed pending their appeal before the national convention.

The Local 47 membership earlier this year turned Messrs. te Groen and Paul out of office for refusing to support Mr. Read's fight against Mr. Petrillo and the IEB, but Mr. Petrillo ordered them reinstated to office when they filed their charges against the Read faction.

Ironically, Messrs. te Groen and Paul are official Local 47 delegates to the national convention and were ordered by their membership last week to fight for the Read resolutions "orally" and "by every parliamentary means." The resolutions include one which would reverse Mr. Petrillo's countermand and effect their own permanent removal from office in Local 47.

Other resolutions they must present to the convention, if adopted, would require Mr. Petrillo and the IEB to use their "full economic and political power" to stop the importation of "canned" music sound tracks and tapes from abroad for use in tv film and radio recordings.

Others call for renegotiation of all industry-wide collective bargaining agreements involving payments by employers to the Music Performance Trust Fund to the effect that the local musician will receive greater initial payments or residual compensation where re-use of tv films or recordings are involved or movies are released to tv. Last year repayments in movies-to-tv and radio recordings were diverted from the individual musician to the trust fund on order by Mr. Petrillo and the IEB without consulting the musicians, Mr. Read has charged.

Residual Rights Proposal

One resolution would establish a principle of residual property rights to a performance for the individual musician (similar to actors, writers, producers and directors) and calls for recognition of this right in all new U. S. contracts as well as all international conventions and treaties.

Additional resolutions would amend the AFM constitution to eliminate controversial "Article 1, Section 1" giving Mr. Petrillo absolute powers over all national and local affairs and to curb other veto powers provided elsewhere to Mr. Petrillo and the IEB. Still another would force the AFM to restore money diverted from the 1930 theatre defense fund to AFM employe pensions and other non-strike activities. The fund originally had been set up as a war chest to help the theatre musicians' fight against sound movies and today movie and tv film musicians continue to be taxed for this fund, said to represent several million dollars.

Another resolution would equalize voting powers of the AFM locals at the national convention to a ratio based on total membership. At present, the vote maximum is ten, equal to a local membership of 1,000 musicians. Local 47, second in size only to New York Local 802, now claims 16,000 members. Mr. Read has been pressing to restore union control to the "professional" musician and put on an inactive non-voting basis all the card holders who are not devoting their full efforts to be playing musicians. He claims

AFTRA SAYS SAG REJECTED MERGER

AMERICAN Federation of Television & Radio Artists reported last week that Screen Actors Guild rejected an AFTRA-proposed merger of the two unions.

An AFTRA spokesman told B•T that its New York representatives met two weeks ago with SAG executives in Hollywood, where the Guild has its headquarters. He said AFTRA "earnestly desired a full and complete merger with no reservations" but SAG declined the offer.

An official of SAG in New York declined to give any details of the conference, saying that "an official announcement will be made shortly." The SAG spokesman confirmed only that a meeting had been held.

AFTRA is in the process of preparing "a full and complete" report of the discussions, which will be presented to its membership, a spokesman for that union said. He added that after SAG had declined the consolidation offer, AFTRA subsequently proposed a "partnership" or "working agreement," under which the unions jointly would participate in negotiations of all television and radio contracts. SAG also rejected this offer, the AFTRA spokesman said.

It is known that AFTRA long has been interested in the possibility of a merger with SAG in an effort to ease jurisdictional disputes between the two unions. SAG has jurisdiction over performers appearing on programs filmed for tv and AFTRA over performers on live shows.

The development of new production and electronic techniques in television has resulted in disputes as to the jurisdictional authority of one or the other union. Recently both AFTRA and the Guild maintained they had jurisdiction over Electronicam. An arbitration board ruled in favor of SAG. It is believed that with the introduction of electronic tape recording this fall, jurisdictional difficulties between the two unions will grow.

What's new on the New York Central ?

Progress Report #4 to an America on the move

The glamour-coach Xplorer is 2½ feet lower, faster, more comfortable, more economical to build and operate than trains of present-day design

Here comes "The Xplorer"

Tomorrow's train is here today on the rails of the New York Central

There's nothing newer under the sun than this bolt of lightning, "The Xplorer."

With a body of Alcoa aluminum, The Xplorer is another manifestation of the "Train X" concept originally pioneered by the Central's chairman, Robert R. Young, in 1947. It is one of *two* new lightweight, low-center-of-gravity trains now on the Central.

Although it's a quality product, The Xplorer costs less to build, operate and maintain—high recommendations for an industry which last year lost more than half a billion dollars on passenger service.

But let's explore more of its wonders

Cross-country on a cushion of air. You're literally riding on springs of soft air which smooth out the roadbed ahead of you.

Easy on curves—easy on you. Stays on an even keel . . . or banks into turns at just the right angle.

And for your comfort, all these "extras"!

. . . decorator-designed modern interiors . . . all-electric heat and six-ton air-conditioning system in each car . . . windows tinted at top and bottom to absorb heat, eliminate harsh glare . . . food comes to you at your seat on the "Cruisin' Susan."

The Xplorer and other lightweight Central trains usher in an era of rail travel that takes you places easier . . . quicker . . . more comfortably and more conveniently than ever.

Reports of progress that never ends

Introduction of two new lightweight trains touches just one field of Central progress. In forthcoming advertisements, you'll read about the mechanical refrigerator cars . . . assembly-line methods for car maintenance . . . Centralized Traffic Control, and many other things. These advertisements make interesting reading. Look for them.

New York Central Railroad

thousands who hold AFM cards actually are employed fulltime in other fields and have no intention of being active musicians even if they could obtain work.

The Local 47 membership meeting also commended the House Labor and Education Subcommittee under the chairmanship of Rep. Phil Landrum (D-Ga.) for its Los Angeles investigation of the Music Performance Trust fund a fortnight ago [B•T, May 28] and urged support of Reps. James Roosevelt (D-Calif.) and Joe Holt (R-Calif.) in their campaigns for re-election this year. Reps. Roosevelt and Holt were the other members of the subcommittee conducting the investigation.

IBEW Collects Data For Rulemaking Stand

INTERNATIONAL Brotherhood of Electrical Workers is collecting operating information on about 150 broadcast stations—to be used in its comments on the NARTB-backed FCC-proposed rulemaking to allow remote control of all am and fm stations. The data is being collected by questionnaires mailed to union locals whose members are employed at the stations involved.

In addition, engineer operating personnel at many non-unionized stations are sending in information on the operation of their respective stations, according to Albert O. Hardy, director of the AFL-CIO-affiliated union's radio, tv and recording division.

Acting on a petition from IBEW for more time to file comments, FCC has extended the deadline for comments from June 1 to July 2. The proposed rulemaking would extend remote control to all am and fm stations, rather than the present am non-directional and fm stations, both of 10 kw or less.

The three-page IBEW questionnaire to members is said to have asked union members working at the various stations such questions as the amount of air time lost by the station the past two years (advising use of old logs), including electronic failure, mechanical failure and other causes; any special attention needed for transmitter ("be scrupulously honest") and whether, in the union member's opinion, the transmitter could be operated by remote control. Some questions, one critic said, involve answers that only a chief engineeer would be informed on and qualified to answer.

The proposed FCC rulemaking was initiated by a petition from NARTB [B•T, Feb. 20].

PERSONNEL RELATIONS SHORT

Screen Actors Guild, Hollywood, in new national headquarters building at 7750 Sunset Blvd.

20 INDIVIDUAL GRANTS OFFERED BY ADULT FUND

THE board of directors of the Fund for Adult Education has approved a 1957-58 study and training program offering 20 grants to individuals associated with mass communications.

Effective June 15, the fund will make available applications to writers, editors, reporters, producers and directors associated with commercial and educational radio and tv stations, educational film production or printed media. Fund spokesmen describe the grant program as the first of its kind in the country [CLOSED CIRCUIT, May 21].

General objective of the fund, an independent organization established by the Ford Foundation, is "the broadening and betterment of the contribution of the mass media to liberal education for adults." The new project is related to FAE's adult education grants and leadership training awards programs announced April 8.

Applications are invited from individuals who, in their respective positions with stations, newspapers and magazines, deal with world, political and economic affairs and "the humanities."

The communications grant program is designed to (1) encourage persons in mass media to "recognize and fulfill their roles as educators" and "help establish bonds" between mass media and adult education movements; (2) to promote understanding of the "basic unities" beneath several media and encourage cooperation between persons in various media, and (3) "to better equip selected individuals in creative and transmissive positions in the mass media."

Recipients of grants, to be announced April 1, 1957, will be required to participate in a one-week institute in July next year. The program can consist of study at an institution of higher learning but it is not required. Applicants may obtain practical experience in an agency or organization other than educational.

The Fund for Adult Education has supported scholarships for the National Assn. of Educational Broadcasters [B•T, May 21] and provided financial aid for educational radio-tv, Film Council of America and other projects. It plans to close its Chicago and Pasadena (Calif.) offices and consolidate its operation in White Plains, N. Y.

Radio-Engineering Seminar Discusses NAEB Techniques

MAINTENANCE test procedures and other factors involved in mass duplication of tape recordings distributed by National Assn. of Educational Broadcasters in its radio network operation were explored for engineers at the NAEB Radio-Engineering Seminar at the U. of Illinois last week.

Video tape recorder developments also were reviewed by John Leslie, chief engineer, Audio Div. of Ampex Corp., in a seminar devoted primarily to radio broadcasting equipment discussions. C. J. LeBel, vice president of Audio Devices Inc., spoke on measurements and maintenance of tape recorders.

NAEB Radio Network ships out between 700 and 1,000 tapes a week, consisting of eight to ten hours of weekly programming, to nearly 75 educational radio stations.

Over 31 station engineers attended the five-day seminar, held at Allerton Park, U. of Illinois conference center near Monticello, Ill. Other topics were am-fm transmitting equipment, antennas, microwave and test equipment and space and building requirements for broadcasting. The seminar was made possible by a grant from the W. K. Kellogg Foundation under NAEB sponsorship.

Communication Ph. D. Set By USC; Dunham Instructs

THE U. of Southern California, Los Angeles, this summer is offering work toward a doctor of philosophy degree in communication during two courses. One runs from June 25-Aug. 3 and the second from Aug. 6-Sept. 1. Franklin Dunham, chief of radio and tv, U. S. Office of Education, and former director of education for NBC, will be a member of the visiting faculty. He will direct a tv workshop and teach a course in radio-tv criticism.

Students will be able to participate in the operation of the school's KUSC-FM and KUSC-TV, a closed circuit tv service to the campus. The new program is designed toward the "integration of the artistic, practical and scientific aspects of the field" and offers two divisional courses in communication.

Radio Broadcasts Result In 89,859 Farm Requests

CORNELL U., Ithaca, N. Y., received 89,859 requests for farm bulletins during 1955 as a result of radio broadcasts. According to Louis W. Kaiser, head of the school's radio services, this is the highest number ever requested even though the number of times the free bulletins were mentioned was cut from 12 to four or six per week.

The bulletin offers were included in a weekly series of short items of timely interest called "Farm Radio Briefs," which is furnished to area radio stations. Most of the announcements were carried during the early morning or noon time periods.

A sample survey showed that a large percentage of those requesting bulletins heard about them for the first time on the radio.

EDUCATION PEOPLE

Ward C. Bowen, 64, chief of Bureau of Audio & Visual Aids of New York State Education Dept. and advisory consultant for CBS-TV educational series, *Camera Three,* died May 22 in Elsmere, N. Y.

EDUCATION SHORTS

Indiana U., Bloomington, Ind., has produced kinescoped tv series, *Everyday Nutrition,* dealing with family meal planning. Series of six programs being shown on stations throughout Indiana now through summer.

RCA scholarships, valued at $1,958 each, for advanced course in radio and tv technology at RCA Institutes, awarded to John J. Fremer Jr., Staten Island, N. Y.; Rubbell L. Kohn, Lakewood, N. J. and Robert Kainen, Bronx.

THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

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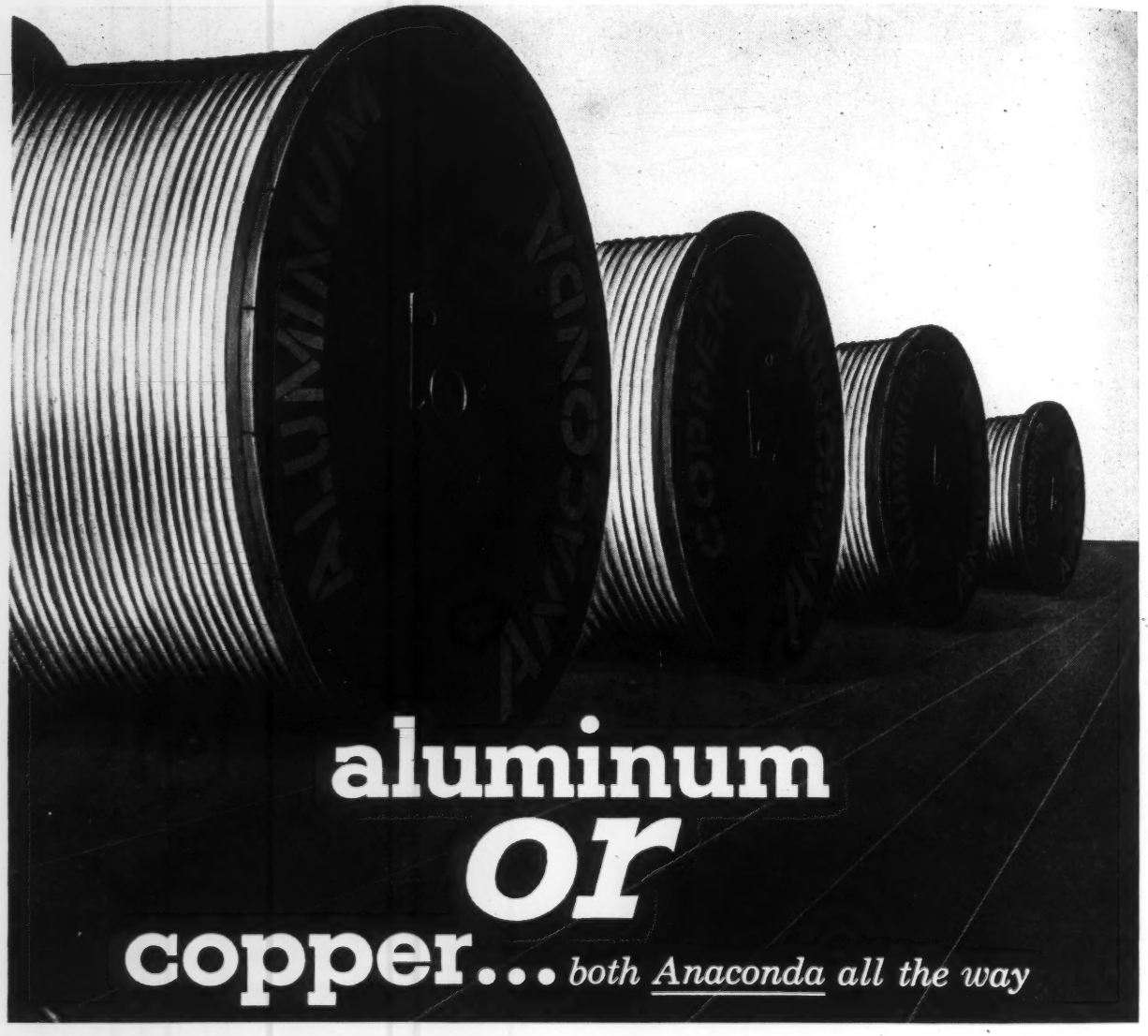

What's been true so long of copper wire and cable from Anaconda has for seven years been equally true of *aluminum* conductors that bear the Anaconda name. Their production is under the direct control of Anaconda at every step from primary metal production through fabrication.

To the traditional assurance of quality, Anaconda Aluminum Company's new plant at Columbia Falls, Montana, adds the assurance of dependable supply. Now in full operation at the rate of 120,000,000 pounds a year, it is producing enough aluminum for Anaconda's fabricating facilities, plus a good supply for other manufacturers.

The Company's subsidiary, Anaconda Wire & Cable Company, now provides a seven-mill service in aluminum wire and cable. The Anaconda line of electrical wire and cables . . . both copper and aluminum . . . is the broadest available.

With the completion in 1957 of a new aluminum fabricating plant at Terre Haute, Indiana, The American Brass Company will provide aluminum sheet, strip, tube and extrusions. Anaconda will then offer a wide selection of mill shapes in aluminum *or* copper and copper alloys—just as it today offers a wide choice in electrical conductors.

Full line and *full quality control* enable Anaconda and its manufacturing subsidiaries to meet industry's most exacting demands with the world's largest line of non-ferrous metals and metal products.

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International Smelting and Refining Company

MANUFACTURING

ADMIRAL CORP. BUYS RAYTHEON DIVISION

Electronics firms's tv-radio operations purchased for an estimated $5 million. Excluded from deal are tube-manufacturing and color tv, transistor radio facilities.

ACQUISITION of Raytheon Mfg. Co.'s tv-radio operations by Admiral Corp. for an estimated $5 million was jointly announced by the two electronic firms Monday (May 28), confirming reported negotiations of the previous week [B•T, May 28].

Under terms of the purchase, announced by Admiral President Ross D. Siragusa and Raytheon President Charles F. Adams, Admiral acquires two Chicago plants, an inventory of finished radio-tv receivers and all plant equipment. New facilities will be operated as the Belmont Div. of Admiral. Directors of both companies approved the sale Monday.

Admiral plans to expand its manufacturing operation and move into the high fidelity phonograph field, according to Mr. Siragusa, and also utilize its automation and printed circuit techniques in the new division. The company also enters the private brand field, and will sell sets to Montgomery Ward & Co., Gamble-Skogmo Inc. and other firms as did Raytheon.

No Personnel Changes

"No changes are contemplated in the present organization," Mr. Siragusa reported. Henry F. Argento, vice president in charge of Raytheon Mfg. Co.'s tv-radio operations, is expected to remain with Admiral in some executive capacity.

The transaction is being financed with Admiral's own capital funds and no stock transfer or outside financing is contemplated, according to Mr. Siragusa. At the close of 1955, Admiral claimed $12 million in cash on hand and $76 million in current assets. Raytheon reportedly accounts for 1-2% of total industry tv set production, with most of its business in government contracts.

Not included in the sale were Raytheon's tube-manufacturing and facilities, such as those for color television and transistor radios. The plants include a 225,000-square-foot facility at 5921 W. Dickens Ave. and a new 208,000-square-foot building at 8311 W. North Ave. in Chicago.

At its board meeting Admiral directors also voted the regular 25-cent quarterly dividend. Main headquarters of Raytheon is located in Waltham, Mass.

Tom Thumb Station

CLAIM to the world's smallest broadcasting station was made last week by WKRC Cincinnati. The miniature, built by WKRC Engineer George Waslo, weighs just four ounces and is smaller in cubic area than a pack of cigarettes. Built in three months at a cost of $40, Mr. Waslo's transmitter is .006 watt and the power to operate his transmitter is one-twentieth of that required to light a regular flashlight battery. Its range is 100-150 ft. According to WKRC, Mr. Waslo is toying with the idea of adapting the same design for use in tv broadcasts, specifically to be built into microphones and hence require no attached wiring.

Advertisement

From where I sit *by* Joe Marsh

More Than She "Bargained" For

Dad Baker retired from active dairying—seven or eight years ago—but still keeps a half-dozen purebreds more or less as a hobby.

Dad goes all-out for these six. Temperature-controlled barn, expensive feed . . . the works. As a result his milk has a low bacteria count, a high butterfat content. And as a favor to neighbors, he sells it just two cents above the ordinary price.

Recently, a neighbor complained—asked if she couldn't get the milk "at cost." Dad agreed, and promptly sent her a bill for exactly what the milk cost: 75¢ a quart.

From where I sit, it's easy to misunderstand if you don't get all the facts. That's why we ought to consider the other fellow's viewpoint before *we talk out. For example, you have your reasons for liking particular beverages. I have mine. And whether we're talking about buttermilk or beer . . . let's try to respect each other's point of view.*

Joe Marsh

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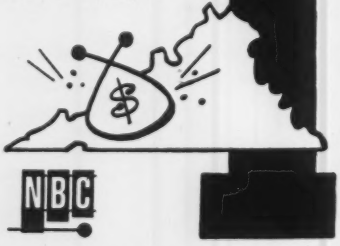

NBC

Represented Nationally—Avery-Knodel, Inc.

LONDON INVENTOR CLAIMS 3-D SYSTEM

Stereoptics expert Dudley says firm is being formed to handle three-dimensional process for U. S. tv. His is a 'compatible' method, he says: viewers with glasses get 3-D, viewers without see normal picture.

THE PROSPECT of early activity in three-dimensional television was projected last week by a London inventor.

He said a company had been formed to exploit in this country a 3-D tv system which he invented. He declined to identify principals in the new firm, saying all details should appropriately come—and no doubt soon would—from the company itself, with which he said he has a contract.

The inventor is Leslie P. Dudley, described as holding more patents in the stereoptics field than any other living person.

Mr. Dudley said his 3-D tv "system" primarily involves the use of a 3-D filming system he invented. Films made by this system, he explained, appear in three dimensions to viewers wearing 3-D glasses, but—unlike recent 3-D pictures—appear as ordinary pictures to those without the special glasses. As he foresees it, films made by his 3-D process would be transmitted by networks and stations with no change in their current equipment and would be "compatible" to the home viewer whether he had special 3-D glasses or not. They would appear in 3-D, of course, only to those wearing special glasses.

Associates of Mr. Dudley said his system also would permit—with the use of special equipment at the originating end—the transmission of live programs which similarly would appear as ordinary tv pictures to the unspectacled viewer but in three dimensions to those wearing the special glasses. They said the cost of the special station equipment would be "not too great—probably in the thousands," but did not specify technical details.

(U. S. scientists over the years also have discussed the possibility of three-dimensional television. Dr. Allen B. DuMont of Allen B. DuMont Labs, for example, mentioned the prospect several years ago, and DuMont is known to have developed a closed-circuit 3-D system for use by the Atomic Energy Commission. Company spokesmen said last week that they knew of no further development for use in tv broadcasting, however.)

Mr. Dudley did not demonstrate his 3-D television invention, but he did display some developments whose usefulness he seemed to consider more immediate.

One was a "spatial image" display unit—good for store counter or window displays, he said—which makes "reflected" objects seem to be the real thing, but hanging in space. A cigarette placed in the display unit, for instance, seemed to the onlooker to be projecting out of the unit. Mr. Dudley explained that where an ordinary mirror gives a flat reflection on the face of the mirror, his device—for which he has applied for a patent—projects the image and makes it appear to be between the viewer and the "mirror" itself.

Mr. Dudley also showed ads—including one for Esso gasoline—that have been carried in *Picture Post* magazine in England and which, made in accordance with his processes, appeared as ordinary three-color ads when viewed with the naked eye but took on three dimensional effects when viewed through 3-D glasses. In another demonstration, a flat image took on an upright appearance when viewed through special glasses.

The inventor feels his most important contribution, however, is in the motion picture field: a filming process which he said permits moviegoers to see motion pictures in three dimension without the use of special glasses. He said Moscow boasts the only such movie house now in existence but that it is based on his own invention which he has since perfected further.

Mr. Dudley is represented in the graphic arts field in the U. S. by Bernard Geis Inc., New York editorial firm which creates the so-called "Magic Talking Books" for children. In the television field he will be represented by the new and as yet unannounced firm, he said.

Ampex Develops New Portable Recorder for Broadcast Use

AMPEX Corp. (magnetic tape recorders) has introduced a new portable tape recorder designed especially for the broadcast industry, according to Phillip Gundy, audio division manager.

Model 601 sells for $545 and features a low impedance playback output of 600 ohms and a low or high microphone input.

An illuminated safety button prevents accidental erasure and indicates when the machine is in the recording mode. Tape speed is 7½ inches per second with a frequency response of 40 to 15,000 cycles per second. The recorder weighs less than 28 pounds.

Stephens Heads Board

ROBERT LEE STEPHENS, audio pioneer and president of Stephens Mfg. Co. (audio and tape recording equipment), Los Angeles, for a consideration of $500,000 is turning over active management of the firm to partners Bert Berlant, founder of Berlant Instruments and a tape recorder expert, and Bernard Cirlin, former general manager of DuMont Aviation Assoc., management consultant and merchandising specialist. Mr. Stephens will become chairman of the board and an engineering consultant. The firm plans a stepped-up manufacturing and merchandising program.

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Henry E. Bowes Heads Philco Television Div.

HENRY E. BOWES, general manager of Philco Corp.'s Home Radio Div., has been named vice president and general manager of the corporation's Television Div. Mr. Bowes succeeds James M. Skinner Jr., who was at the head of the Television Div. when he was elected president of Philco on April 6.

Mr. Skinner also announced these appointments:

John L. Utz, sales manager of the Television Div., will assume a newly-created position in that division as general manager of portable television receivers. Gibson B. Kennedy, who has been merchandising manager for television, will succeed Mr. Utz as sales manager.

The operating departments of the Television and Radio divisions have been consolidated under the direction of Reese B. Lloyd, vice president of operations. James J. Shallow, general manager of the Accessory Div., was named to succeed Mr. Bowes in the Home Radio Div., and Rayford E. Nugent was promoted from general sales manager to general manager of the Accessory Div.

Mr. Bowes joined Philco in 1936 with the company's Automotive Div. in Detroit. After service in the Air Force, from which he was discharged with the rank of lieutenant colonel, he became Philco district representative in the middle west and later government sales manager with offices in Washington, D. C. In 1952, Mr. Bowes was transferred to headquarters in Philadelphia as a special television representative concentrating on the introduction of ultra high frequency tv receivers and later became sales promotion manager for the Television Div. Last year he was named head of the Home Radio Div.

RCA Color Push Plans Go Before Distributors Meet

RCA's plans to expand color tv "into a mass circulation nationwide volume business for the entire electronics industry" is the highlight of closed convention of RCA Victor consumer products distributors begun Thursday and ending June 6 at Miami Beach, Robert A. Seidel, executive vice president, RCA Consumer Products, has announced. "We are convinced that color television this year will become truly big business for our industry," he said.

Preview of new tv, radio and recording merchandise to be marketed by RCA during next 12 months is being presented at the convention, attended by 1,300 distributors from U. S. and 17 countries overseas. RCA President Frank Folsom heads the RCA delegation. NBC group includes President Robert W. Sarnoff and Charles R. Denny, vice president in charge of NBC-owned stations.

"Without KRIZ Phoenix, your political life would be shortened."

New Tape Transport Device Announced by Magnecord

MAGNECORD INC., Chicago, has announced production of a new tape transport mechanism —a professional rack-mount recorder designed for instantaneous conversion of its earlier professional sound equipment.

The model (P-63-AX) was engineered to enable broadcasting and recording studios to modernize their recording equipment while saving cost of a new amplifier, according to Arthur S. Brown, Magnecord executive vice president. Conversion is accomplished with simple plug-in of amplifier and new tape transport. Low impedance heads match Magnecord amplifiers presently in use. Speeds of ½ and 15 inches-per-second are changed by switch, and 10½-in. reels are utilized.

The tape transport is priced at $415 without case, $460 with, and may be supplemented with a special NARTB conversion kit.

Gates Starts Production On 50 Kw Am Transmitter

GATES RADIO Co., Quincy, Ill., has announced the development of a 50 kw broadcast transmitter (Model BC-50B) which is now in production. Larry Cervone, sales manager, said the new model will be ready for delivery in six months.

The new transmitter is designed for "reliability, economy and ease of maintenance" and features the use of only five different tubes, excluding rectifiers. The Gates am transmitter line now includes models from 250 w to 50 kw.

Four Buy New GE Relay

GENERAL ELECTRIC Co. has reported four orders for its new 2,000 mc microwave relay system (TL3A), which was first unveiled during the NARTB convention in April. The orders were from KTTV (TV) Los Angeles, KFRE-TV Fresno, Calif., WKRG-TV Mobile, and WSFA-TV Montgomery, Ala. The stations were said to be planning to use the units, which have a list price of approximately $10,500, for program links between studio and transmitter. The equipment now is in production and fall shipment is slated.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of Three-Vidicon color film camera to WCKT (TV) Miami, Fla. (ch. 7) and two live color studio cameras to CBS in Los Angeles. RCA also has delivered what is called first completely mobile color tv studio-on-wheels to be used exclusively for televising surgical and clinical demonstrations by Smith, Kline & French Laboratories, Phila. pharmaceutical firm. Unit incorporates three color cameras and equipment to originate telecasts from hospitals. SK&F plans to use RCA large-screen projection system to accommodate audience of more than 1,000 physicians. Firm also has shipped 25-kw transmitter to WISC-TV Madison, Wis. (ch. 3).

*
"it's in the book...
in the highly competitive, 7 station Los Angeles market
KABC-TV channel 7 is...
FIRST 3-6 PM
SECOND 6-9 PM
across the board
elect 7 to carry your campaign!
* Neilson, April 1956

Represented by
The KATZ AGENCY, Inc.
NEW YORK · CHICAGO · DETROIT · LOS ANGELES
DALLAS · KANSAS CITY · SAN FRANCISCO · ATLANTA

TULSA • 43rd TV MARKET
43rd TV MARKET • TULSA
Tulsa is now the 43rd television market
* CBS REPORT TO FCC, DEC. 1955
re: "100 Largest Television Markets"
(Larger than Omaha, Denver, Oklahoma City, San Diego).
KOTV Completely Dominates the 43rd television market!
KOTV channel 6 CBS
TULSA
5 YEAR LEAD IN VIEWING HABITS
BASIC CBS AFFILIATE
Represented by
Edward Petry & Co., Inc.

BMI
CONCERT MUSIC
Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.
Included in BMI's Concert Music Service are:
CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.
YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.
TODAY IN MUSIC — Dates and facts about the important music events of the month.
BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.
BROADCAST MUSIC, INC.

20 at New Orleans and to west coast distributors June 27 in San Francisco.

RCA Camden, N. J., has announced several new tv developments. They include high-frequency transistor that can be mass-produced for use in military communications, television receivers and high-speed electronic computers, and closed-circuit television installation, placed in use at Lukens Stell Co. (alloy plate steel), Coatesville, Pa., which enables attendants to see around corners for remote observation and control of processing operations. Firm also has announced lightweight glass television tube intended primarily for low-cost, portable tv receivers. Tube (RCA-14 RP4A) has diagonal dimension of 14 in. and viewing area of 106 sq. in., and is identical to RCA-14 RP4, except that it has aluminized screen.

Sylvania Electric Products Inc. plans to add wing to Mountain View, Calif., microwave tube laboratory. New space will be devoted to increased research and development in traveling-wave tubes and other microwave devices.

Pilot Radio Corp., Long Island City, marketing new combination FM-AM tuner, preamplifier and 20 w amplifier integrated on one chassis. Model HF-41 measures roughly 4x15x12 in. and is entirely enclosed. Suggested price is $189.50.

Instrument Div., Federal Telephone & Radio Co., IT&T subsidiary in Clifton, N. J., announces new incoming vhf field strength indicator covering 47-225 mc that will enable station owners to make transmitter antenna adjustment and location finding more easily. Wide frequency range of model FT-HUZ, firm says, allows diverse use in all modes of broadcasting-tv, aircraft and police radio as well as mobile stations.

Animation Equipment Corp., New Rochelle, N. Y., announces new line of precision-made Oxberry registration devices for animated film production. Line includes planning cel tables, drawing boards, punches, peg bars and pegs.

Sylvania Electric Products Inc., N. Y., has announced production begun on three new 14-in. television picture tubes, designed for portable receiver applications. They are 90 and 70 degree tubes.

Federal Electric Corp., subsidiary of IT&T, Lodi, N. J., has been awarded operation and maintenance contract for U. S. Air Force's "White Alice" communications network in Alaska by Air Materiel Command, USAF world-wide procurement supply and maintenance source located at Wright Patterson Air Force Base in Ohio.

Philco Corp., Phila., has published 16-page illustrated brochure on microwave communications equipment.

RCA Institutes through RCA Tube Div., Harrison, N. J., making available 11-course home study course in color television maintenance. Program consists of nine lessons prepared by institutes plus two additional "graduate" lessons on "large screen color receivers" and "new color tv circuitry," prepared by John R. Meagher, RCA authority on tv servicing. Completion of the course leads to certificate.

MANUFACTURING PEOPLE

Charles W. Hosterman, assistant general manager, Electronics Div. of Sylvania Electric Products Inc., Woburn, Mass., appointed division general manager. **Robert T. Sheeran,** Boston Bureau manager, United Press, to Sylvania public relations department, N. Y., as project manager.

Fred F. Bartlett appointed broadcast sales manager of Philco Corp. government and industrial division, Phila. Other new sales managers in division are **Kenneth C. Moritz,** communications, and **William F. Tait,** export and special accounts.

Ralph E. Bates, merchandise manager of RCA Victor Distributing Corp., named manager, instrument sales and merchandising for associated company operations, RCA International Div. In his new post, he will be responsible for sales and merchandising of RCA radio and tv receivers and other home products sold through RCA's associated companies outside of U. S.

E. W. Gaughan, formerly vice president and general sales manager, Capehart-Farnsworth Co., Fort Wayne, Ind., retained by Magnavox Co., Fort Wayne, as consultant to assist in marketing and distribution for Sentinel Radio Co., Evanston, Ill., recently acquired by Magnavox.

Richard J. Sargent, general manager, major appliance division, Westinghouse Electric Corp., Mansfield, Ohio, appointed manager of marketing and distribution for consumer products divisions in Pittsburgh, Pa.

Cecil S. Stowe, formerly managing partner in office supply store, to sales department, ORRadio Industries Inc., Opelika, Ala.

Ralph Atkinson, regional manager, Stromberg-Carlson Co., to Spartan Div. of Magnavox Co., Fort Wayne, Ind., as district merchandiser for Washington, D. C., Maryland and Virginia territory, headquartering at Arlington, Va.

Jerry Martin, Air Wave Radio & Television Co., Salt Lake City, to Magnavox Co., Fort Wayne, Ind., as Salt Lake City area field service engineer. **Arnold Ness,** radio-tv department, Dayton Co., Minneapolis, named Magnavox field service engineer for Minneapolis area. **Paul Sanderson,** Nash Kelvinator, St. Louis, appointed Magnavox field service engineer for Detroit area.

Norman Paige, senior account executive at Bozell & Jacobs Inc. and onetime part-owner-general manager of Philippine Broadcasting Corp., appointed assistant public relations director, Zenith Radio Corp., Chicago.

George Gill, associated with various lighting companies in executive sales capacities, named manager of new southern office of Century Lighting Co. in Miami, Fla.

Harold P. Gilpin, 69, retired general sales manager for electronic products, Sylvania Electric Products Inc., died at Maplewood, N. J., May 23 following short illness.

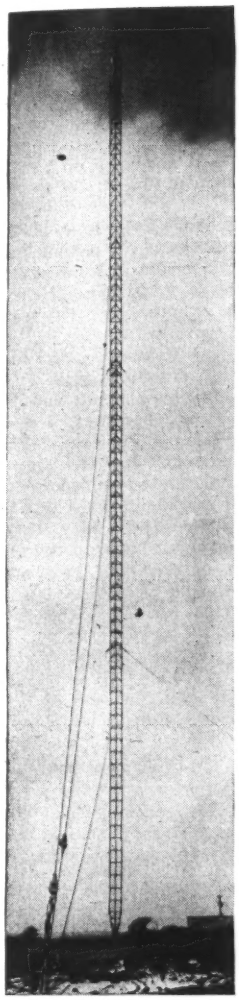
J. R. Nelson, 56, director of transistor application work, Raytheon Mfg. Co., Waltham, Mass., died May 19 at his Arlington, Mass., home. He had been with Raytheon past 26 years.

Frank M. Folsom, RCA president, appointed by N.Y. Gov. Averell Harriman to fill five-year, unsalaried term on Saratoga Springs (N. Y.) Commission which supervises state-owned spa, succeeding W. Donald Hyde, whose term expired.

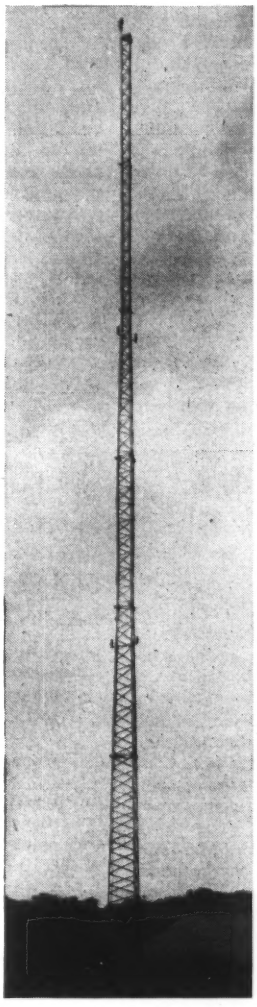
Rudolph A. Poucher Jr., Neely Enterprises, elected vice chairman of Sacramento section, Institute of Radio Engineers.

Get an on-the-job demonstration of your next steel tower...

Our Youngstown "Showroom" has a variety of Truscon Towers in full operation



WFMJ-TV
Truscon Triangular
Guyed Tower
1000-Feet Tall



WBBW
Truscon Self-Supporting
Tower 150-Feet Tall

We can't bring a steel tower to you; but the next time you're in Youngstown, you can see and inspect several Truscon Steel Towers in actual operation—study their features—and select the one that can do the best job for you.

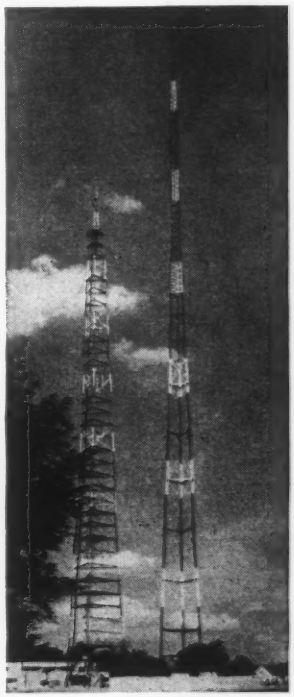
You'll be able to examine:

1. A 150-foot self-supporting tower for AM broadcasting
2. Four 400-foot self-supporting towers in directional array for AM broadcasting
3. Six 350-foot self-supporting towers in directional array for AM broadcasting with one supporting an FM antenna
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna
5. A 1000-foot guyed tower with TV antenna.

Of course, Truscon will engineer and construct a tower to suit your specific requirements—whether tall or small ... guyed or self-supporting ... tapered or uniform in cross section, for AM, FM, TV, or Microwave transmission.

Be sure to inspect Truscon's modern and efficient manufacturing facilities. These, combined with Truscon's unexcelled fund of practical knowledge, assure towers of strength and lasting dependability.

If you're planning a trip in the vicinity of Youngstown, make it a point to see these Truscon Towers. Let our Radio Tower Sales Department know when you're coming. They'll be glad to see you.



WKBN-TV
Truscon Self-Supporting
Tower 539-Feet Tall

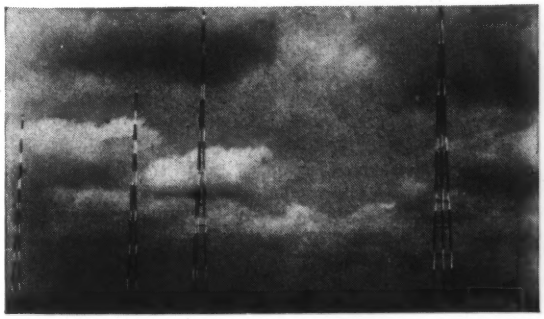
TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

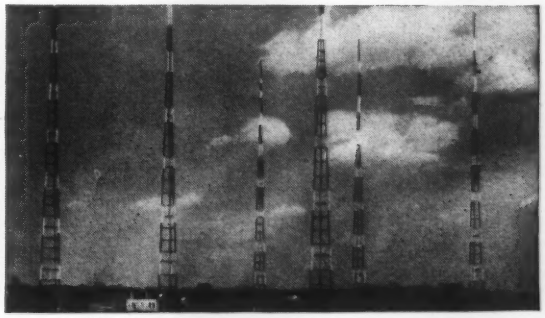
1074 ALBERT ST. • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

WKBN—Truscon Self-Supporting Directional Towers 350-Feet Tall



WFMJ-FM—Truscon Self-Supporting Directional Towers 400-Feet Tall



Meanwhile,
back at the ranch . . .

. . . they were listening to KGNC, Amarillo.

NBC • Reps: The Katz Agency

Your
advertising message on
WHBF
is aired to 1,300,000 people in our 25,000 square mile coverage area.
EBI per capita $1646
CBS FOR THE
QUAD-CITIES
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS

AWARDS

CITATIONS FOR TV ART

OUTSTANDING VIDEO COMMERCIALS, TELOPS, SLIDES TO GET AWARDS AT NATIONAL EXHIBITION THIS WEEK

ONE SCHOOL of thought calls it "the relaxed sell." Another—the Art Directors Club of New York, comprised of the top agency, network and independent tv art people—calls it "good art and design." Once a year, they get together and agree that a certain number of live and "canned" commercials, as well as telops and slides, merit the citation as "the best in tv art."

The occasion of this mutual admiration this year is the 35th annual National Exhibition of Advertising and Editorial Art and Design, which opens today (Monday) and runs through Friday at the Perroquet Suite of New York's Waldorf-Astoria Hotel. Though all media—magazines, newspapers, direct mail, posters, etc.—will be thoroughly covered in 34 various classifications, of particular interest to exhibition visitors will be the television category, in itself broken down into live, film, animated commercials, telops, ID's, station breaks, show openings and then some.

Winning entries in the tv art category, as well as others, appeared on the nation's screens between Feb. 15, 1955, and Feb. 15 this year.

William H. Buckley, chairman of the 35th annual exhibition, an art director at Benton & Bowles, New York, and newly-elected club president, told B•T that criteria by which the judges made their choices were "not only outstanding art . . . but art combined with good merchandising." The latter quality, Mr. Buckley pointed out, "was not based on actual research but on the judgment of a jury of sound advertising men."

Where last year [B•T, June 13, 1955], the "star" of the show was a nervous, inarticulate animated character out of Maxon Inc., hellbent on making the U. S. audience "Heinz 57 Worcestershire sauce-conscious," the present spotlight falls on those two lovable Piel Brothers—Bert and Harry—whom the judges found to be "fresh, inspiring, entertaining and gentle spoofsters . . . setting new trends and directions." Creator of these characters, copywriter Ed Graham of Young & Rubicam, and their alter egos, Bob Elliott and Ray Goulding, have just set up an independent broadcast-commercial production firm, admittedly based on B&H's phenomenal success [B•T, May 28].

Another name that figures prominently in the show is that of CBS-TV art director Georg Olden, who walked off with no less than three out of ten prizes. Mr. Olden, though a member of the ADCNY's board, acted only in the capacity of jury chairman and did not exercise as judge.

These—and numerous other winners—will receive their coveted prizes, medals and citations at the Art Directors Club's 35th annual awards luncheon this Wednesday.

'Arty' Commercials Subject Of Debate at RTES Luncheon

DO "offbeat" commercials sell? Is salesmenship sacrificed for art's sake?

These questions were taken up last week at a workshop luncheon meeting in New York of the Radio and Television Executives Society in a debate over the merits of a current crop of "arty" commercials by a research executive and an agency art director: Don McCollum, vice president, Schwerin Research Corp., New York, and Bill Duffy, senior art director, McCann-Erickson, New York.

Speaking after a 20-minute screening of some of the semi-final entries considered in this year's Art Directors Club of New York's top tv art competition (see feature, above), Mr. McCollum noted that while most of the commercials were "cute" and "refreshing," they essentially failed to sell the product. While they attract public attention, Mr. McCollum contended, the artists producing the commercials more often than not sacrifice salesmanship for art's sake, becoming too involved with the form instead of the idea. He said the Schwerin organization had tested "most" of the spots shown and found that sales did not equate themselves with public enthusiasm. "Remembrance or playback is not the only point to score in a commercial," Mr. McCollum said.

While agreeing there is too much animation in the entertainment media and not enough "live action" filming, Mr. Duffy asserted that most of the so-called "arty" commercials do not stand by themselves but are used to supplement other media drives, such as newspaper and magazine campaigns. Another example, Mr. Duffy said, was Storyboard Inc.'s 15-second spot for Ford, used after station identification in the midst of the 90-minute Ford Star Jubilee and which followed or backed up a live-form "hard-shell" commercial featured earlier in the program.

Mr. Duffy, a member of the Art Directors Club, told RTES that out of the 860-odd commercials, ID's and station breaks up for judging this year, more than 600 were in animated form.

No Entries Good Enough, BMI Contest Judges Rule

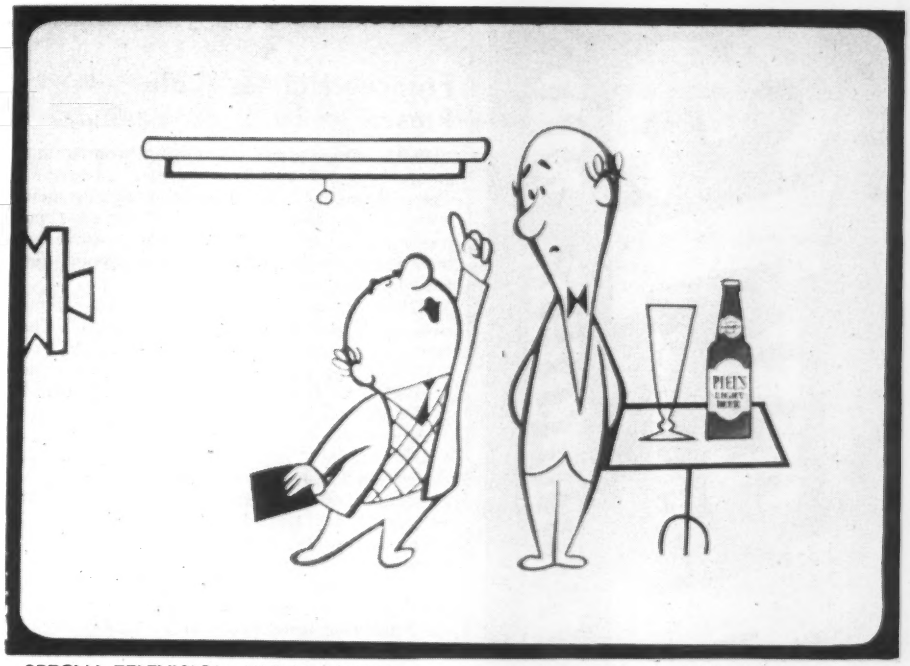
BROADCAST MUSIC INC.'s 1955 student composer radio competition jury last week refused to award a total of $6,500 in major prizes, saying it found no works among the over 200 entries submitted by college and conservatory students "of sufficiently high musical quality" to merit the awards. This surprising move was characterized as "courageously and honestly decided" Thursday by BMI President Carl Haverlin, who also acted as chairman of the 10-member judging panel.

Mr. Haverlin said, "too often, judging groups feel that prizes must be handed out, regardless of quality and merit, to prove that a contest has been successful. In refusing to do so, the panel merits the approval of all persons interested in contemporary music and its future."

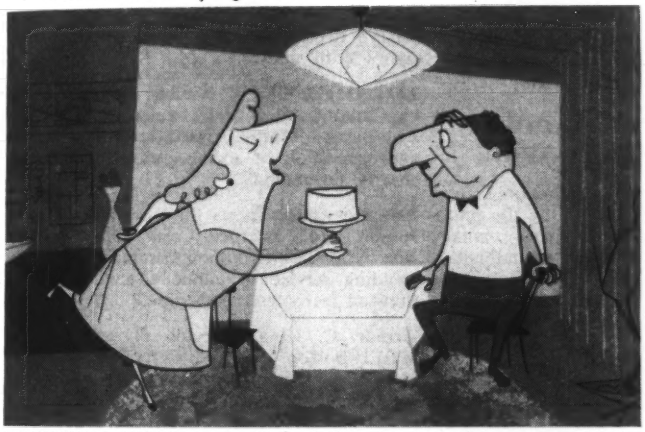
While agreeing to award two $500 prizes in the secondary school group to 14-year-old violinist-composer Michael Kassler, for "Trio for Three Violins," and 18-year-old Donald Jenni, for "Terzetto for Violin, Viola and Piano," the panel recommended that the $6,500 earmarked for the top awards be placed in escrow and that the number of awards for next year be doubled. Mr. Haverlin said these recommendations would be followed.

ART AND ILLUSTRATIONS FOR FAST LAYOUTS
There's nothing like the monthly Clipper for fast layout in emergencies. BIG NAME firms that you know depend on the Clipper for Clip-Art. Free sample. No obligation. Address...
MULTI-AD SERVICES, INC.
Box 806-O Peoria, Illinois

THE JUDGES AND THE JUDGED: Looking over entries are (l to r): Abe Liss, Abe Liss Productions; Edward Mahoney, radio-tv director, Cunningham & Walsh; Lou Dorfsman, director, CBS Radio advertising and sales promotion; Bob Gage, art director, Doyle Dane Bernbach Inc.; Georg Olden (chairman only), CBS-TV, and Art Kane, *Seventeen* magazine. Not shown: Grover Cole, CBS-TV; Mike Elliot, partner, Elliot, Unger & Elliot; Chad Rotakopf, Caravel Productions; George Samerjan, freelance artist; William Van Praag, Van Praag Productions, and Bradbury Thompson, *Mademoiselle* magazine. Art Directors Club stated that all entries were submitted by agencies.

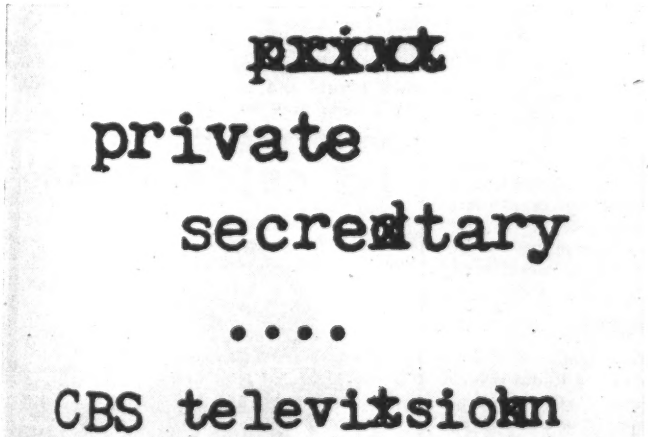


SPECIAL TELEVISION MEDAL AWARD goes to art director Jack Sidebotham of Young & Rubicam, N. Y., artists Gene Deitch and Chris Ishii of UPA-New York and copywriter Ed Graham, Y&R. Advertiser: Piel Bros., Brooklyn. Agency: Young & Rubicam.

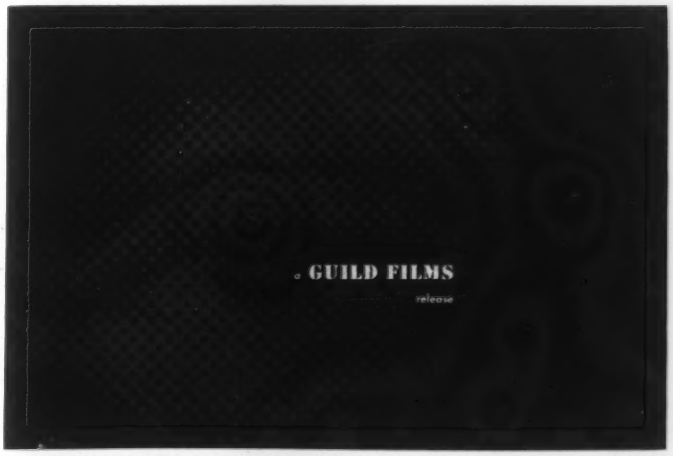


TELEVISION MEDAL award in full animation film commercial category goes to animation director Art Babbitt, writer Al Shean and designed Chris Jenkyns of Storyboard Inc., Hollywood. Advertiser: Southern Cotton Oil Co. (Snowdrift shortening), New Orleans. Agency: Fitzgerald Adv., New Orleans.

TELEVISION MEDAL AWARD in live technique film commercials category goes to art director Stephen O. Frankfurt, photographer Mike Elliott and production firm of Elliot, Unger & Elliot, N. Y. Advertiser: Johnson & Johnson (Modess), New Brunswick, N. J. Agency: Young & Rubicam, N. Y.



TELEVISION MEDAL in station break category is to be presented to art director Georg Olden and artist Bob Gill, both of CBS-TV, for telop promoting network's *Private Secretary* (sponsored by American Tobacco Co.). Advertiser: CBS-TV.



TELEVISION MEDAL award will be presented to art director and artist Jerome Gould of Gould & Smith Assoc., N. Y. Program is *Confidential File* syndicated on national spot basis by Guild Films, whose headquarters are in New York City.

Frances Holmes 'Lulus' Presented by L. A. Women

THREE HUNDRED advertising women and guests attended the Los Angeles advertising women's annual Frances Holmes Achievement Awards luncheon May 20th. Honored guest was Frances Holmes, first woman in America to own and operate an advertising agency, and for whom the awards are named.

Arlene Francis, star of NBC-TV's *Home* show, presented the winners with "Lulu's." The board of judges included Richard A. Moore, KTTV (TV) Los Angeles president-general manager, and John S. Hansen, general manager of KABC Los Angeles.

Among the award winners:

Commercial Film—Fran Harris Tuchman, Harris-Tuchman Productions, Los Angeles, 12-minute color film for The Ice Follies, first; Audrey Calder, United Cerebral Palsy Assn. of Alameda County, Oakland, 30-minute film for Cerebral Palsy, second.

Public Relations—Pat Penney, Harry Bennett Agency, Los Angeles, safety program in radio-tv for Prudential Insurance, first.

Television Commercial—Marion R. Sternbach, Don B. Miner advertising agency, Los Angeles, animated spots for Blue Seal bread (Interstate Bakeries), first; Jane Hite, Wade advertising agency, Los Angeles, animated spots for Alka Seltzer, second.

Sales Promotion and Merchandising—Peggy Shaw, Mytinger & Casselberry Inc., Long Beach, radio contest for Neutralite, second.

Agencies Presented Awards By NFAA for Radio-Tv Work

THREE AGENCIES have been honored for their radio-tv advertising work during the past year by the National Federation of Advertising Agencies. At the NFAA's third annual convention last month in Kansas City, a total of 29 awards in all media were conferred.

Cary-Hill Inc., Des Moines, received a Gold (top) Award for its radio-tv in behalf of Meadow Gold Dairy Products, Des Moines. Jaffe Naughton, Rich Adv., Minneapolis, was given a Silver Award for a broadcasting campaign for Model Cleaners & Launders, that city. Town Crier Agency, Council Bluffs, won a Bronze Award for its radio-tv for the local Roberts Dairy Co.

Sherwood Awards Close

MORE than 100 tv programs have been submitted to the Fund for the Republic Inc. for consideration in the $55,000 Robert E. Sherwood awards judging, the Ford Foundation-supported organization reported at entry deadline last Friday. The prizes—honoring the late playwright—will be given singly in each of three categories to tv productions based on the theme of freedom and justice. Prizes of $20,000 apiece will go to the best network-produced drama and documentary shows; $15,000 will go to the best show of either type produced by an independent station. Winners will be announced before the end of June.

AWARD SHORTS

Joann Bower, copywriter and traffic assistant, KING Seattle, named Outstanding Radio Writer by U. of Washington School of Communications for *Your University and You* show being broadcast on stations throughout state.

Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit personality, was first woman ever to receive Adcraft Club of Detroit scroll for contributions to local advertising.

NBC continuity acceptance department, headed by Stockton Helffrich, recognized by Child Welfare League of America in award, first in organization's 36-year history, for department's "friendly spirit of cooperation, deep sense of public service and responsibility and continuous efforts to assure high degree of professional accuracy in scripts portraying child welfare subjects."

Curt Gowdy, Boston Red Sox radio-tv announcer and NBC sportscaster, received citation from Olympic Committee for work for Olympic Fund.

Harold Ensley, sports broadcaster, KCMO-AM-FM-TV Kansas City, Mo., presented with first citation ever awarded by Mo. State Conservation Commission for service in conservation education.

Claude Mahoney, WTOP Washington newscaster and CBS farm news director, received Old Gold Goblet given annually by senior class of DePauw U., Greencastle, Ind., to alumnus who has achieved eminence in life's work and given outstanding loyalty and service to DePauw.

Woodmen of the World Life Insurance Society and **Jewell Radio & Television Productions,** Chicago, received Chicago Federated Advertising Club network television drama, achievement award for "Quest for Valor" shown June 6 over 43 stations in observance of society's 65th anniversary.

Toby David, CKLW Windsor-Detroit, selected by Catholic Interracial Council of Detroit for first Blessed Martin Award, created to encourage promotion of social justice and Christian charity on radio-tv.

Bob Horstman, sports director, KFEQ-TV St. Joseph, Mo., awarded Certficate of Recognition by Mo. Conservation Commission for "outstanding service to public education in wildlife and forestry conservation."

Arthur C. King, director of public affairs, WEEI Boston, received Certificate of Appreciation for support of Boys' Club of America movement.

WGAR-FM Cleveland received first annual Twyla M. Conway Award of Radio-Television Council of Greater Cleveland for *Henry Pildner Entertains,* live and recorded musical program.

Irv Kupcinet, newspaper columnist who conduct *The Chicago Story* on WBBM-TV Chicago, is winner of Hamilton Watch Co.'s new Hamilton Time Award. Cited were his "unusual efforts and accomplishments" on behalf of Chicago area war veterans.

TOP POWER 316,000 WATTS
WAAM TV Channel 13 BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

JUNE 1956
Total U. S. Stations on Air: 470
Commercial: 450; Educational: 20)
Total Cities With Tv Stations: 299
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown

BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 366,400; N; $800
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown

DECATUR†—
►WMSL-TV (23) CBS, NBC; McGillvra; 31,800; $150

DOTHAN—
►WTVY (9) CBS, ABC; Young; 36,200; $150

MOBILE—
►WALA-TV (10) NBC, ABC; Headley-Reed; 122,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $450

MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
►WSFA-TV (12) NBC; Katz; 129,000; N; $450

MUNFORD†—
►WTIQ (*7)

SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 148,880; N; $450

PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
►KPHO-TV (5) Katz; 143,880; N; $360
►KTVK (3) ABC; Weed; 139,720; N, LF, LS; $400

TUCSON—
►KDWI-TV (9) Headley-Reed; $350
►KOPO-TV (13) CBS; Hollingbery; 54,253; $300
►KVOA-TV (4) NBC, ABC; Branham; 54,253; $300

YUMA†—
►KIVA (11) CBS, NBC, ABC; Raymer; 27,500; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC, ABC; Pearson; 57,750; $200

FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,-604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown

HOT SPRINGS—
KSPS (9) 2/16/56—Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 152,653; N; $450
►KTHV (11) CBS; Branham; 159,148; N; $450
►KATV (7) (See Pine Bluff)

PINE BLUFF—
►KATV (7) ABC; Avery-Knodel; 118,694; N; $450

TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC; Weed; 100,000; $275
►KERO-TV (10) NBC, CBS; Hollingbery; 183,000; N; $500

BERKELEY (SAN FRANCISCO)—
►KQED (*9)

CHICO—
►KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,-900; $250

CORONA†—
KCOA (32), 9/16/53-Unknown

EUREKA—
►KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 30,691; $250

FRESNO—
►KFRE-TV (12) CBS; Blair; $650
►KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
►KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KBID-TV (53) See footnote

LOS ANGELES—
►KABC-TV (7) ABC; Katz; 2,421,323; $2,000
►KCOP (13) Weed; 2,421,323; $1,250
►KHJ-TV (9) H-R; 2,421,323; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,421,323; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,421,323; N, LS, LF, LL; $3,600
►KTLA (5) Raymer; 2,421,232; N, LS, LF, LL; $1,500
►KTTV (11) Blair; 2,421,232; $2,000
KBIC-TV (28) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

REDDING—
KVIP (7) 3/28/56-Unknown

SACRAMENTO—
►KBET-TV (10) CBS; H-R; 390,000; N, LF; $700
►KCCC-TV (40) ABC; Weed; 165,000; $400
►KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350

SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
►KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800

SAN FRANCISCO—
►KGO-TV (7) ABC; Blair; 1,263,097; $1,700
►KPIX-TV (5) CBS; Katz; 1,263,097; N; $1,500
►KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350

SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; H-R; 101,782; $200

SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC; Hollingbery; 227,-918; $450

STOCKTON†—
►KOVR (13) Avery-Knodel; 1,141,290; $700

TULARE (FRESNO)—
►KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 61,701; $200
►KRDO-TV (13) NBC; Pearson; 49,000; $125

DENVER—
►KBTV (9) ABC; Peters, Griffin, Woodward; 368,526; $650
►KLZ-TV (7) CBS; Katz; 368,526; N; $700
►KOA-TV (4) NBC; NBC Spot Sls.; 368,526; N; $650

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►KTVR (2) Hoag-Blair; 356,380; N; $400
►KRMA-TV (*6)

GRAND JUNCTION†—
►KREX-TV (5) NBC, CBS, ABC; Holman; $150

MONTROSE—
KREJ-TV (10) 2/23/56-July (Satellite of KREX-TV Grand Junction)

PUEBLO—
►KCSJ-TV (5) NBC; Pearson; 56,000; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
►WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/56

NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 373,596; N; $500

NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*53) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; $1,200
►WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
►WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) Petry; 7/8/54-July 1, '56

FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 376,380 (also Miami); $500

FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
►WGBS-TV (23) NBC; Katz; 278,869; N; $400
►WTHS-TV (*2)
►WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 368,000; N, LL, LF, LS; $1,000
►WITV (17) See Fort Lauderdale
WCKT (7) 1/19/56-7/1/56; NBC Spot Sales; $950
WMFL (33) 12/9/53-Unknown

MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 164,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150

PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 147,500; N; $300
WPFA-TV (15) See Footnote

ST. PETERSBURG†—
►WSUN-TV (38) ABC; Venard; 208,791; $400

TAMPA—
►WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600
►WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600

WEST PALM BEACH—
►WEAT-TV (12) ABC; H-R; 301,875; $200
►WJNO-TV (5) NBC, CBS; Venard; 301,875; $275
WIRK-TV (21) See footnote

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 545,420; $800
► WSB-TV (2) NBC; Petry; 549,790; N, LS, LF; $1,000
WATL-TV (36) See footnote
WETV (*30) 3/21/56-Unknown
AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,565; N; $300
► WRDW-TV (12) CBS; Branham; 169,400; $300
COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300
MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote
ROME†—
► WROM-TV (9) McGillvra; 174,330; $150
SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; $250
THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Meeker; 73,149; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 63,950; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250
IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 53,517; $175
LEWISTON†—
► KLEW-TV (3) CBS, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)
POCATELLO†—
KSEI-TV 4/25/56-Unknown
TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 19,700; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $300
CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 306,747; N; $700
CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,323,200; $2,400
► WGN-TV (9) Hollingbery; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150
DECATUR—
► WTVP (17) ABC, NBC, CBS; Bolling; 188,000; $300
EVANSTON†—
WTLE (32) 8/12/53-Unknown
HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150
PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 164,045; N; $450
WIRL Tv Co. (8) Initial Decision 11/5/54
QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.
ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 255,915; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250
ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 285,427; N; $800
SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown
BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800
ELKHART—
► WSJV (52) ABC; H-R; 215,814; $300
EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown
FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,750; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 186,000; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 180,920; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $325
► WMT-TV (2) CBS; Katz; 334,977; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LF, LS; $700
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150
MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200
OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 187,765; N; $300
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $350
WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown
GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; $250
HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
KARD-TV (3) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 158,505; $300
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 521,615; N; $550
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 99,203; N; $300
LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
OWENSBORO—
WKYT (14) 3/14/56-Unknown

New Tv Stations

THE following tv station started regular programming within the past month:

WITI Milwaukee (ch. 6); KFRE-TV Fresno, Calif. (ch. 12); KRIS-TV Corpus Christi, Tex. (ch. 6); KDWI-TV Tucson, Ariz. (ch. 9), and WDAM-TV Hattiesburg, Miss. (ch. 9).

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 126,400; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 155,888; N; $300
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200
LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 99,627; $250
► KTAG (25) CBS; Young; 62,242; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 295,200; N; $400
KLSE (*13) 12/14/55-Unknown
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 390,272; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Bolling; 162,562; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
WYES (*6) 2/17/56-Unknown
SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; $425

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400
PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 188,000; N; $400
PRESQUE ISLE—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 678,977; $1,100
► WBAL-TV (11) NBC; Petry; 669,325; N, LL, LS, LF; $1,250
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 8/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)—
WTAO-TV (56) See Footnote
PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (temporarily off air because of wind damage)
SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 220,000; $400
► WWLP (22) NBC, ABC; Hollingbery; 220,000; N, LS; $500
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 355,196; $300
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Fall

GRAND RAPIDS—
►WOOD-TV (8) NBC, ABC; Katz; 606,510; N; $1,175
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
►WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 599,890; N; $1,000

LANSING—
►WJIM-TV (6) NBC, CBS, ABC; Petry; 445,000; N; $800
►WTOM-TV (54) ABC; McGillvra; 60,850; $200

MARQUETTE†—
►WDMJ-TV (6) Weed

SAGINAW (BAY CITY, MIDLAND)—
►WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

TRAVERSE CITY—
►WPBN-TV (7) NBC; Holman; 55,239; $144

MINNESOTA

AUSTIN—
►KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
►KDAL-TV (3) CBS, ABC; Avery-Knodel; 131,500; $400
►WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
►KEYD-TV (9) Avery-Knodel; 630,000; $450
►KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
►WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
►WTCN-TV (11) ABC; Katz; 615,000; $800

ROCHESTER—
►KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; $150
7/28/54-7/13/56

HATTIESBURG†—
►WDAM-TV (9) NBC, ABC; Pearson; $150

JACKSON—
►WJTV (12) CBS, ABC; Katz; 149,000; $360
►WLBT (3) NBC; Hollingbery; 175,000; N; $360

MERIDIAN—
►WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Summer

MISSOURI

CAPE GIRARDEAU—
►KFVS-TV (12) CBS, NBC, ABC; Headley-Reed; 155,400; N; $400

COLUMBIA—
►KOMU-TV (8) NBC, ABC; H-R; 97,542; $250

HANNIBAL (QUINCY, ILL.)—
►KHQA-TV (7) CBS; Weed; 149,060; N; $250
►WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
►KRCG (13) CBS; Hoag-Blair; 87,815; $250

JOPLIN—
►KSWM-TV (12) CBS; Venard; 113,500; N; $225

KANSAS CITY—
►KCMO-TV (5) CBS, ABC; Katz; 571,232; N; $1,200
►KMBC-TV (9) CBS; Peters, Griffin, Woodward; 571,232; N, LS, LF, LL; $540 (half-hour)
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 571,232; N, LS, LF, $960

ST. JOSEPH—
►KFEQ-TV (2) CBS; Headley-Reed; 159,769; $350

ST. LOUIS—
►KETC (*9)
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 915,982; N, LS, LF; $1,200
►KTVI (36) ABC, CBS; Weed; 422,422; $400
►KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
►KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
►KTTS-TV (10) CBS; Weed; 111,146; N; $250
►KYTV (3) NBC; Hollingbery; 100,243; N; $275

MONTANA

BILLINGS†—
►KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 27,500; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
►KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
►KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 27,000; $150

MISSOULA†—
►KGVO-TV (13) CBS, ABC; Gill-Perna; 24,870; $150

NEBRASKA

HASTINGS—
►KHAS-TV (5) NBC; Weed; 71,992; N; $200

HAYES CENTER†—
►KHPL-TV (6) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREGE)—
►KHOL-TV (13) CBS, ABC; Meeker; 92,726; N; $300

LINCOLN—
►KOLN-TV (10) ABC, CBS; Avery-Knodel; 156,174; $400
►KUON-TV (*12)

OMAHA—
►KMTV (3) NBC, ABC; Petry; 367,353; N, LL, LS, LF; $800
►WOW-TV (6) CBS; Blair; 360,854; N; $800
KETV (7) 4/27/56-Unknown

SCOTTSBLUFF†—
►KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
►KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225

LAS VEGAS—
►KLAS-TV (8) CBS; Weed; 29,003; $250
►KLRJ-TV (2) See Henderson
►KSHO-TV (13) Forjoe

RENO—
►KZTV (8) CBS, ABC, NBC; Pearson; 21,420; $300
KAKJ (4) 4/19/56-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
►WMUR-TV (9) ABC, CBS, NBC; Forjoe; 1,127,959; $600

MT. WASHINGTON†—
►WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
►WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
►KGGM-TV (13) CBS; Weed; 73,049; $300
►KOAT-TV (7) ABC; Hollingbery; 62,000; $200
►KOB-TV (4) NBC; Branham; 74,183; $300

CARLSBAD—
KAVE-TV (6) Branham; 6/22/55-August

CLOVIS—
KICA-TV (12) 2/23/56-Unknown

ROSWELL—
►KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $150

SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
►WCDA (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) Venard; July
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
►WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
►WBEN-TV (4) CBS; Harrington, Righter & Parsons; 530,881 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
►WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
►WGR-TV (2) NBC, ABC; Peters, Griffin, Woodward; 534,668 (plus 559,361 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52—Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56

CARTHAGE (WATERTOWN)—
►WCNY-TV (7) CBS, ABC; Weed; 84,619 (plus 50,100 Canadian coverage); $200
WSYE-TV (18) 4/4/56-July

ELMIRA†—
►WTVE (24) ABC, NBC; Forjoe; 35,000; $150
WSYE-TV (18) 4/4/56-July

HAGAMAN—
►WCDB (29) (satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
►WPTZ (5) NBC, ABC; McGillvra; 142,000 (plus 350,000 Canadian coverage); $250

NEW YORK—
►WABC-TV (7) ABC; Blair; 4,730,000; $3,750
►WABD (5) Avery-Knodel; 4,730,000; N, LF, LS; $2,200
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
►WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
►WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
►WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $8,400
►WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
►WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100

ROCHESTER—
►WHAM-TV (5) NBC, ABC; Hollingbery; 310,000 (plus 50,000 Canadian coverage); N; $800
►WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
►WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
►WRGB (6) NBC; NBC Spot Sls.; 484,500; N; $1,100

SYRACUSE—
►WHEN (8) CBS, ABC; Katz; 371,330; N; $700
►WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
►WKTV (13) NBC, ABC, CBS; Cooke; 207,000; N; $550

NORTH CAROLINA

ASHEVILLE—
►WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
►WLOS-TV (13) ABC, CBS; Venard; 317,909; $400

CHAPEL HILL†—
►WUNC-TV (*4)

CHARLOTTE—
►WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
►WTVD (11) NBC, ABC; Petry; 283,072; N; $550

FAYETTEVILLE†—
►WFLB-TV (18) CBS, NBC; Young; 39,340; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
►WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 422,691; N, LF, LS; $650

GREENVILLE—
►WNCT (9) CBS, ABC; Pearson; 164,980; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
►WNAO-TV (28) CBS, ABC, NBC; Avery-Knodel; 285,500; N; $325
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON—
►WITN (7) NBC; Headley-Reed; 144,005; N; $325

WILMINGTON—
►WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250

WINSTON-SALEM—
►WSJS-TV (12) NBC; Headley-Reed; 510,785; N; $550
►WTOB-TV (26) ABC; Venard; 123,008; $200

NORTH DAKOTA

BISMARCK—
►KBMB-TV (12) CBS; Weed; 23,000; N; $150
►KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,450; $200

DICKINSON†—
KDIX-TV (2) 5/9/56-Unknown

FARGO†—
►WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 90,240; $400

GRAND FORKS—
►KNOX-TV (10) NBC; Rambeau; 37,000; N; $200

MINOT—
►KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
►KXJB-TV (4) CBS; Weed; 105,000; N, LF, LS; $400

OHIO

AKRON—
►WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
►WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) 3/22/56-Unknown

CINCINNATI—
►WCET (*48)
►WCPO-TV (9) ABC; Blair; 764,800; N; $1,200
►WKRC-TV (12) CBS, Katz; 662,236; N; $1,000
►WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
►WEWS (5) ABC; Blair; 1,200,000; N; $1,000
►KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,200,000; N, LS, LF; $1,800
►WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

AFTERNOON	SUNDAY ABC	SUNDAY CBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY NBC	WEDNESDAY ABC	WEDNESDAY CBS	WEDNESDAY NBC
Noon		*Let's Take A Trip*			Stand. Brands Valiant Lady	*It Could Be You* L		Wesson Oil Valiant Lady	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life	
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00			*American Forum* L		1:00 *CBS News* 1:10 *Standup & Be Counted* S			1:00 *CBS News* 1:10 *Standup & Be Counted* S			1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15												
1:30			*Frontiers of Faith* L		P&G As The World Turns			P&G As The World Turns			P&G As The World Turns	
1:45												
2:00					*The Johnny Carson Show* S			*The Johnny Carson Show* S			*The Johnny Carson Show* S	
2:15												
2:30			*Youth Wants to Know* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)	
2:45												
3:00			*Dr. Spock* L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15												
3:30			*Zoo Parade* L		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)	
3:45				Afternoon Film Festival F&L Participating (see footnote)			Afternoon Film Festival F&L Participating (see footnote)			Afternoon Film Festival F&L Participating (see footnote)		
4:00					P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L
4:15					Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30	*College Press Conference* L	*Adventure* (Sust.)	L. P. (6/3) (6/10) TBA		P&G The Edge of Night	*Queen For A Day* L		P&G The Edge of Night	*Queen For A Day* L		P&G The Edge of Night	*Queen For A Day* L
4:45												
5:00		*Face the Nation* (Sust.)		Mickey Mouse Club (see footnote) F		*I Married Joan* F	Mickey Mouse Club (see footnote) F		*I Married Joan* F	Mickey Mouse Club (see footnote) F		*I Married Joan* F
5:15	*Under the Sun* F											
5:30		The CBS Sunday News (Sust.)	*Outlook* L&F									
5:45												
EVENING 6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L									
6:15												
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F		Whitehall News L			Pall Mall News L			Whitehall News L	
6:45												
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	*L. P.* (6/3) *TBA* (6/10) Chrysler It's A Great Life F	Co-op Kukla, Fran&Ollie L	Whitehall News L		*Kukla, Fran & Ollie*	Pall Mall News L		*Kukla, Fran & Ollie*	Whitehall News L	
7:15				Polaroid Corp. Daly-News			Daly-News			Miles Labs Daly-News		
7:30	Pearson Pharmacal Hoover Co. J. H. Breck P&G Colgate Mobile Hms. Famous Film Festival (Participating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F	*Twilight Theatre*	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	Chevrolet Dinah Shore Show L	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle* Eff. 6/19 CBS Cartoon Theater	Coca-Cola Eddie Fisher Show L
7:45						Camel Caravan L			Camel News Caravan L			Plymouth News Caravan L
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L	R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show M. Berle Show Chevrolet Chevy Show L	Am. Tobacco Pearson Pharm. Dunninger L	Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15					Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F				
8:30				Firestone Voice of Firestone L			Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Pharmaceu. Lombardo's Jubilee Eff. 6/19 Joe and Mabel	P&G J. Wyman's Fireside Theatre F	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	Scott Father Knows Best F
8:45												
9:00	Pharmaceuticals Ted Mack Amateur Hour L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	Film Fair Participating F&L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE & G&P Medic F	American Tobacco alt. Dodge Danny Thomas F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	Kraft Foods Television Theatre L
9:15												
9:30		Bristol-Myers Hitchcock Presents F			General Foods December Bride	Johnson Wax alt. with Schick	duPont Cavalcade Theatre F					
9:45												
10:00	*Focus* F	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F		Westinghouse Studio One L	Robert Montgomery Presents L	*The Big Picture*	Revlon The $64,000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions L					G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F			Whitehall Pharmacal Midwestern Hayride
10:45												

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L 1:00 *CBS News* 1:10 *Standup & Be Counted* S P&G As The World Turns *The Johnny Carson Show* S Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford* L Colgate-Palmolive Feather Your Nest L
Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th Bob Crosby (See Footnotes) P&G The Brighter Day Am. Home Pr. Secret Storm P&G The Edge of Night	NBC Matinee Theatre (Participating) Color L Borden Co. Date With Life L *Modern Romances* L *Queen For A Day* L *I Married Joan* F
Mickey Mouse Club (see footnote) F	News L	Dinah Shore Show Chevrolet L Camel News Caravan L DeSoto-Plymouth You Bet Your Life F Chesterfield Dragnet F Borden Co. The People's Choice F Ford Theatre F Lever Bros. Lux Video Theatre L
Kukla, Fran & Ollie Time Inc. Daly-News	News L	
Am. Dairy Gen. Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F R. J. Reynolds Bob Cummings Show F Chrysler Motors Climax—Shower of Stars L	
The Hour Glass F		
Brillo Star Tonight L		
Greatest Sports Thrills F	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	
Dotty Mack Show	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty.	
	Quiz Kids (Sust.)	

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L 1:00 *CBS News* 1:10 *Standup & Be Counted* S P&G As The World Turns *The Johnny Carson Show* S Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford* L Colgate-Palmolive Feather Your Nest L
Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th Bob Crosby (See Footnotes) P&G The Brighter Day Am. Home Pr. Secret Storm P&G The Edge of Night	NBC Matinee Theatre (Participating) Color L Borden Co. Date With Life L *Modern Romances* L *Queen For A Day* L *I Married Joan* F
Mickey Mouse Club (see footnote) F	Whitehall News L	Coca-Cola Eddie Fisher Show L Plymouth News Caravan L P. Lorillard Truth or Consqnces. F Gulf Life of Riley F Simoniz & Amer. C&C Big Story F Ponds Campbell Soup Star Stage F Gillette Cavalcade of Sports L State Farm Red Barber's Corner L
Kukla, Fran & Ollie Daly-News	Whitehall News L	
National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka General Foods Mama L General Foods Our Miss Brooks R.J. Reynolds (Alt. wks.) C'gate P'olive The Crusader F Schlitz Brewing Playhouse of Stars F Brown & Williamson (Alt. wks.) P&G Lineup F Amer. Oil Hamm Elgin Person to	
Combat Sergeant		
Chevrolet Crossroads F		
Helene Curtis Wine Corp. Dollar A Second L		
Sterling Drug The Vise F		
Ralston Ethel & Albert L		

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L Gen. Mills The Lone Ranger F	Heinz Capt. Gallant F *Paul Winchell* L
Joe Lowe Corp. The Gabby Hayes Show F	Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson (10 min.) Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	*Watch Mr. Wizard* L
American Chicle Co. & Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week)	Wrigley Gene Autry Show F Sylvania Beat the Clock L Buick Jackie Gleason Show Nestle Stage Show	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L *L. P.* (6/9) Speidel Purex The Big Surprise L Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L P&G Russ Morgan Show L	Toni Papermate People Are Funny F Texaco Star Theatre J. Durante F
Emerson Drg. Mathiesson Chance of a Lifetime L	Liggett & Myers Gunsmoke (3 of 4 wks.) F Anheuser-Busch Runyon Theatre	Armour (alt.) Pet Milk Geo. Gobel Show L Am. Tobacco Warner Lambert Your Hit

AFTERNOON

Noon
12:15
12:30
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EVENING

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MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Gen. Foods (Jell-O), Union Underwear, Kendall Co., Sterling Drugs, Breck Inc., Pearson Pharmacal, Hoover Co. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue.-Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Best Foods. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. alt. wks. Converted Rice.

Arthur Godfrey 10:30 - 10:45 a.m. Mon.-Wed. Easy Washing, Tue., 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home.

Arthur Godfrey—11-11:15 a.m. Mon.-Wed., Lever Bros.; Tues.-Thurs., Kellogg; 11:15-30 a.m. Tues.-Thurs., Pillsbury.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. 2:45-3 p.m. Tue.-Thurs., Pillsbury; Mon., Campbell Soup; Wed., Swift, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon., Seven-Up, Tues., Wesson Oil, alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. S.O.S. alt. wks. Hazel Bishop 3:45-4 p.m. Mon. Procter & Gamble. Wed., Fri.—General Mills. Tue.- Miles Labs Thu.- Scott Paper Co.

Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.

Victor Borge show; Shulton Inc., 10-11 p.m. 6/14.

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B·T TELESTATUS

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,975; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 181,300; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 92,000; N; $225

ARDMORE—
KVSO-TV (12) NBC; Pearson; 5/12/54-7/29/56

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 317,000; $450

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 392,442; N: $800
► WKY-TV (4) NBC, ABC; Katz; 392,442; N, LL, LF, LS; $920
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KVOO-TV (2) NBC; Blair; 319,312; N; $700
► KTVX (8) (See Muskogee)
KCEB (23) See footnote
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 55,559; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,350; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 198,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 984,005; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55—Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 410,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial decision—4/23/56
WKJF-TV (53) See footnote

READING—
► WHUM-TV (61) CBS, ABC; H-R; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 276,000; N; $400
WTVU (73) (See footnote)

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 302,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 305,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 137,000; $200
► WSBA-TV (43) ABC; Young; 145,562; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
WAIM-TV (40) See Footnote

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 242,594; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 206,126; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 120,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,410; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 435,667; N; $450
WGVL (23) See Footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; $525

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,420; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 181,035 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) CBS, ABC; Branham; 180,630; N; $450
► WRGP-TV (3) NBC; H-R; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $600
► WTVK (26) CBS, ABC; Pearson; 175,000; N; $360
WBIR-TV (10) 1/13/56-August; Katz

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 425,607; $700
► WMCT (5) NBC; Blair; 425,607; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/50-July

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 489,958; N; $650
► WSIX-TV (8) ABC; Hollingbery; 378,000; $425
► WSM-TV (4) NBC; Petry; 256,339; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 84,981; $300
► KGNC-TV (4) NBC; Katz; 84,981; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 157,432; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $350

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

CORPUS CHRISTI†—
► KRIS-TV (6) NBC; Peters, Griffin, Woodward; $300
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young, 53,500; $200
K-Six Tv Inc. (10) Initial Decision 1/20/56

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 90,778; N; $450
► KTSM-TV (9) NBC; Hollingbery; 86,045; N; $325
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 570,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 485,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 485,000; N, LF, LS; $700
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 10,300; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 120,859; N; $350
► KDUB-TV (13) CBS; Branham; 125,311; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 54,028; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,309; $200

SAN ANTONIO—
►KCOR-TV (41) ABC; O'Connell; 62,000; $200
►KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 308,849; N; $700
►WOAI-TV (4) NBC, ABC; Petry; 308,849; N, LL, LS, LF, $700
Mission Telecasting Corp. (12) 5/25/56-Unknown

SWEETWATER—
►KPAR-TV (12) CBS; Branham; 62,469; N, LF, LS; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
►KCEN-TV (6) NBC; Hollingbery; 145,190; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
►KCMC-TV (6) CBS, ABC, NBC (per program basis); Venard; 161,840; N; $260

TYLER—
►KLTV (7) NBC, ABC, CBS; Pearson; 103,000; $250

WACO (TEMPLE)—
►KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
►KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
►KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
►KSL-TV (5) CBS; CBS Spot Sls.; 208,336; N; $600
►KTVT (4) NBC; Katz; 208,336; N; $600
►KUTV (2) ABC; Hollingbery; 208,336; $450

VERMONT

BURLINGTON—
►WCAX-TV (3) CBS; Weed; 156,780; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; 4/13/56- August 1

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
►WVEC-TV (15) See Norfolk

HARRISONBURG—
►WSVA-TV (3) ABC, CBS, NBC; Pearson; 137,634; $200

LYNCHBURG—
►WLVA-TV (13) ABC, CBS; Hollingbery; 229,325; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
►WTAR-TV (3) CBS, ABC; Petry; 401,705; N, LS, LF; $875
►WTOV-TV (27) 210,000; McGillvra; $380
►WVEC-TV (15) NBC; Avery-Knodel; 230,000; N; $350
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
►WXEX-TV (8) See Richmond

RICHMOND—
►WRVA-TV (12) CBS; Harrington, Righter & Parsons
►WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
►WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WOTV (29) 12/2/53-Unknown

ROANOKE—
►WDBJ-TV (7) CBS; Peters, Griffin, Woodward
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 445,498; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
►KVOS-TV (12) CBS; Forjoe; 229,368; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
►KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
►KCTS (*9)
►KING-TV (5) ABC; Blair; 510,000; N, LF, LS; $900
►KOMO-TV (4) NBC; NBC Spot Sls.; 510,349; N, LL, LF, LS; $1,025
►KTNT-TV (11) CBS; Weed; 510,000; N; $900
►KTVW (13) Hollingbery; 496,742; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
►KHQ-TV (6) NBC; Katz; 159,680; N, LL, LF, LS; $550
►KREM-TV (2) ABC; Petry; 172,798; N, LF, LS; $450
►KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
►KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
►WHIS-TV (6) NBC; Katz; 209,757; N; $200

CHARLESTON—
►WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
KBLK-TV (12) Branham; 2/17/54-August

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
►WHTN-TV (13) ABC; Petry; 203,000; N; $450
►WSAZ-TV (3) NBC; Katz; 671,823; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
►WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
►WTAP (15) NBC, ABC, CBS; Pearson; 41,700; $150

WHEELING (STEUBENVILLE, OHIO)—
►WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
►WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
►WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
►WBAY-TV (2) CBS; Weed; 247,000; $500
►WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
►WMBV-TV (11) See Marinette

LA CROSSE—
►WKBT (8) NBC, CBS, ABC; H-R; 110,000; $400

MADISON—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 127,250; N; $250
►WMTV (33) ABC, NBC; Bolling; 140,000; $280
WISC-TV (3) 12/7/55-July; Hollingbery; $500

MARINETTE (GREEN BAY)—
►WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
►WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
►WITI-TV (6) Branham; 600,000; N, LL, LF, LS; $600
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
►WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
►WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
►KDAL-TV (3) See Duluth, Minn.

WAUSAU—
►WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 91,300; $250

WHITEFISH BAY—
►WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
►KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
►KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $150
►KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
►KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
►KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
►KINY-TV (8) CBS; Alaska Radio-Tv Sls.

GUAM

AGANA†—
KUAM-TV (8) 3/28/56-Unknown

HAWAII

HILO†—
►KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
►KGMB-TV (9) CBS; Peters, Griffin, Woodward; 93,382 (includes Hilo and Wailuku satellites); $300
►KONA (2) NBC; NBC Spot Sls.; 91,782 (plus Wailuku satellite); $405
►KTCA-TV (4) ABC; Young; 91,782; $250

WAILUKU†—
►KMAU (3) Satellite of KGMB-TV Honolulu
►KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
American Colonial Bcstg. Corp. (11) 4/25/56-Unknown

MAYAGUEZ†—
►WORA-TV (5) CBS; Young; 35,000; $150

PONCE†—
WKBM-TV (9) 5/3/56-Unknown

SAN JUAN†—
►WAPA-TV (4) ABC, NBC; Caribbean Networks; 120,000; $200
►WKAQ-TV (2) CBS; Inter-American; 104,778; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
►CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
►CKX-TV (5) CBC; All-Canada, Weed; 12,300; $170

CALGARY, ALTA.—
►CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 45,000; $260

EDMONTON, ALTA.†—
►CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 45,500; $260

HALIFAX, N. S.†—
►CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
►CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
►CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
►CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,213; $350

LETHBRIDGE, ALTA.—
►CJLH-TV (7) CBC; All-Canada, Weed; 10,000; $160

LONDON, ONT.—
►CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $370

MONCTON, N.B.—
►CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
►CBFT (2) CBC French; CBC; 337,000; $900
►CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

NORTH BAY, ONT.—
►CKGN-TV (10)

OTTAWA, ONT.—
►CBOFT (9) CBC; CBC; 42,000; $230
►CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
►CHEX-TV (12) CBC; All-Canada, Weed; 31,000; $230

PORT ARTHUR, ONT †—
►CFPA-TV (2) CBC; All-Canada, Weed; 15,000; $170

QUEBEC CITY, QUE —
►CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
►CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $260

RIMOUSKI, QUE.†—
►CJBR-TV (3) CBC; Stovin, Young; 28,000; $200

ST. JOHN, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250

ST. JOHN'S, NFLD.—
►CJON-TV (6) CBC. CBS, NBC, ABC; All-Canada, Weed; 13,200; $200

SASKATOON, SASK.†—
►CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 30,000, $230

SAULT STE. MARIE, ONT.—
►CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
►CKSO-TV (5) CBC. ABC. CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
►CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
►CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C,†—
►CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
►CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
►CKNX-TV (8) CBS; All-Canada, Young; 77,240; $200

WINNIPEG, MAN.†—
►CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
►XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
►XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WAIM-TV Anderson, S. C.; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kan.; WTVU (TV) Scranton, Pa.

Where would you advertise if you were a station manager?

This spring a research firm* asked 1,476 advertising executives in forty states, "In which of the following (7) publications would you advertise if you were a station manager?"

560 replied. *49.1% named Broadcasting • Telecasting as first choice.*

Runner-up: 27.7%.

None of the others was named by more than 3%.

*Erdos and Morgan; survey was "blind" with sponsorship undisclosed. Complete summary available upon request to *Broadcasting • Telecasting.* Write Executive Hq., B•T Bldg., 1735 DeSales St., N.W., Washington 6, D. C.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W.
Washington 6, D. C.

–PROGRAMS & PROMOTIONS–

WGAR MAKES VACATION HAY

JAMES TAYLOR, who handles the CBS Radio Housewives' Protective League on WGAR Cleveland, Ohio, was able to really enjoy a three-week vacation this spring, knowing that his twice-daily air duties were being handled by 21 Cleveland food brokers. The replacement idea was suggested by Robert Forker, WGAR sales manager, and the brokers all accepted enthusiastically. Mr. Taylor did have to work, though, for his three weeks. The guest broadcasts were all taped before he left.

KIDS CROWD TO MEET 'RASCALS'

GROWN-UP "Our Gang" comedians, known to tv as *Little Rascals,* have been making a hit wherever they go on personal appearances. When Carl (Alfalfa) Switzer, of the old "Our Gang" cast visited KMBC-TV Cleveland, he was nearly lost in a crowd of more than 800 youngsters. The 800-plus came to the studios and overflowed into the lobby after only two brief announcements on the *Little Rascals* show.

KBAM BUILDS QUICK SUCCESS

A SERIES of audience promotions, together with public service awareness and personalized music and news policies, have made 10-month-old KBAM Longview, Wash., a popular and profitable station in its community. One promotion, a $1,000 treasure hunt, with clues given over the air, was so successful it is being staged this month for the second time. Listener letters developed by contest promotions have indicated approval of the station's variety approach to music. Shying away from block programming, KBAM rotates all kinds of music and believes it's reaching listeners of all tastes. But KBAM doesn't believe radio should be only a big "music box." In its effort to do a comprehensive job on local news, the station has come up with 26 news beats in its city of 23,000 since going on the air last August.

KUTE (FM) USES COLLEGE HELP

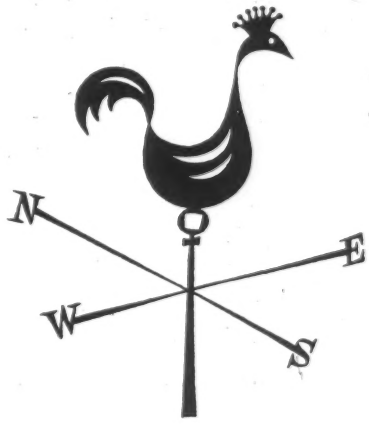
THE DAYS of the Verdugos, a four-day celebration Wednesday (June 6) in Glendale, Calif., will get full coverage—13 hours' worth—on KUTE (FM) Glendale. Remote broadcasts of the Junior Chamber of Commerce-sponsored festival will feature a parade, carnival, beauty contest, merchants' displays and municipal exhibits, with production details handled by Audio Productions. The latter is an organization of radio-minded students from area colleges.

ROUND-CLOCK KTKR SCHOLARS

PUBLIC SCHOOLS WEEK was promoted by the scholars themselves on KTKR Taft, Calif., when the announcing staff was made up of students who took over microphones for a full day. They had the blessing of sponsors who figured they stood to reach some new listeners when students, required to identify themselves and their schools, delivered the commercials. Student day at KTKR featured two remote broadcasts from school, handled, of course, by the students.

SERVICE MEN SELL WFBG-TV

WFBG-TV Altoona, Pa., has augmented its promotion force many times over through a cooperative arrangement with television service men and retailers. Ten-thousand leaflets listing WFBG-TV shows and carrying station promotional copy have been distributed on service calls and in stores, and already tv service men have asked for a second printing of the leaflet titled, "Your Ticket to the Greatest Show in the U. S. A."



North
East
South
West . . .

sesac music

is "the best music in America" and over 5000 selections from the vast repertory are yours in the

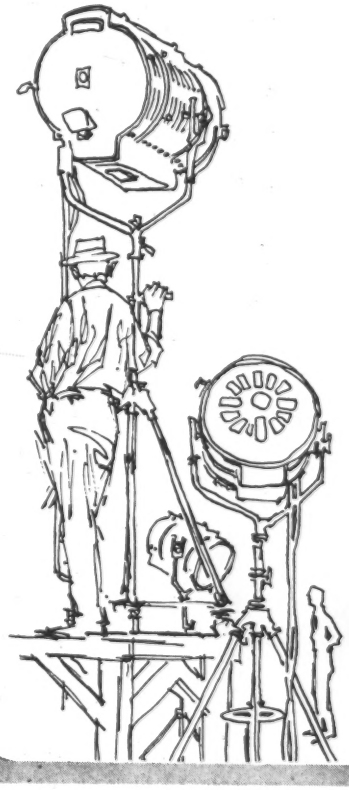
sesac library

(now also available in sections)

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary

expert tv lighting



low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan

WHEP NUMBER NO PROBLEM

WHEP Foley, Ala., wangled a nice bit of promotion when the city switched to telephone dial service this spring. The station can now be reached by dialing WHEP's call letters and position on the radio dial—WHEP-1310.

WBTM LOOKS BACK ON 26 YEARS

WBTM Danville, Va., observed its 26th year on the air May 24. The station's weekly newspaper column took note of the birthday with a picture of WBTM's present studios and caption contrasting 1956 facilities with the 1930 days when WBTM was in the Kresge Building with a home-made 100 w transmitter, broadcasting on a share-time basis with Lynchburg, Va.

WJDA BECOMES NEWS CENTER

TWO mobile units of WJDA Quincy, Mass., trailing a bandit suspect on a wild getaway flight kept WJDA on top of Quincy's big robbery May 11—to the point that the station news editor found himself in charge of a virtual information center for Boston radio-tv stations and newspapers. The two WJDA cars followed police radio leads on a chase that ended on a golf course where the suspect was careening over the fairway in a borrowed tractor. The man was captured, and the grounds were combed—unsuccessfully—for his loot-carrying colleagues. But before WJDA newsmen were able to wrap up the job and report back to the station, one who was travelling alone was challenged by police and obliged to identify himself before being allowed to proceed.

'WORLD' MUSIC ON RCA RECORD

ALL original musical scores composed for NBC-TV's *Wide Wide World* by Dutch-born David Broekman have been released by RCA Victor in a long playing record titled, "Music from *Wide Wide World*."

BENNY TO FILM SHOWS ABROAD

CBS-TV comedian Jack Benny and his wife, Mary Livingston, have left New York for a two-and-a-half month stay in Europe. While abroad, Mr. Benny will film four shows to be seen on tv next season.

PEOPLE SWARM ON WISK MONEY

NEW station WISK St. Paul-Minneapolis sent staffers into the streets with $1,000 to give away in $1-$20 denominations to dramatize WISK's high class music policy. St. Paul police estimated a crowd of 4,300 slowed up traffic at the downtown corner where WISK's four philanthropists were stationed.

Station Authorizations, Applications
(As Compiled by B • T)

May 24 through May 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 30

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,852	2,852	241	392	112
Fm	532	535	48	24	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through May 30

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	358	92	450[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	319	311	630[3]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	996	337	779	554	1,334[4]
Noncom. Educ.	61		34	27	61[4]
Total	1,057	337	813	581	1,395[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Flagstaff, Ariz.—Flagstaff Telecasting Co. granted vhf ch. 9 (186-192 mc); ERP .35 kw vis., .20 kw aur.; ant. height above average terrain minus 54 ft., above ground 300 ft. Estimated construction cost $65,385.13, first year operating cost $54,750, revenue $73,000. Post office address % 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Flagstaff. Trans. location Flagstaff. Geographic coordinates 35° 11′ 30″ N. Lat., 111° 39′ 05″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Inc., Dallas. Sole owner **O. L. Nelms** is multi-millionaire real estate owner and is applicant for tv stations at Brownwood, Tex., Victoria, Tex., and Alpine, Tex. Granted May 29.

San Antonio, Tex.—Mission Telecasting Corp. granted vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 485 ft., above ground 573 ft. Estimated construction cost $605,000, first year operating cost $925,000, revenue $975,000. Post office address 317 Arden Grove, San Antonio. Studio and trans. location, 317 Arden Grove. Geographic coordinates 29° 26′ 20″ N. Lat., 98° 29′ 3″ W. Long. Trans. and ant. RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer, George W. Ing, Washington. Principals include **Mission Bcstg. Co. (KONO-AM-FM San Antonio)** (50%); President **Eugene J. Roth,** president-94% stockholder KONO; Vice President **James M. Brown,** vice president-2% stockholder KONO; Secretary **Bob A. Roth,** secretary-2% stockholder KONO; Treasurer **Jack Roth;** Vice President **L. A. Douglas** (5%); and **Joe R. Straus** (13%), ranching, and real estate. Granted May 23.

APPLICATIONS

Lock Haven, Pa.—Lock Haven Bcstg. Corp., uhf ch. 32 (578-584 mc); ERP 18.5 kw vis., 10 kw aur.; ant. height above average terrain 594 ft., above ground 447 ft. Estimated construction cost $48,160, first year operating cost $48,000, revenue $70,000. Post office address 13212 E. Main St., Lock Haven. Studio location Lock Haven. Trans. location Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 50″ N. Lat., 77° 29′ 16″ W. Long. Trans. and ant. RCA. Legal counsel Walter L. Davis, Washington. Consulting engineer George C. Davis, Washington. Station will operate as satellite with **WILK-TV Wilkes-Barre, Pa.** Lock Haven Bcstg. Corp. is licensee of **WBPZ Lock Haven.** Filed May 29.

Denton, Tex.—Denton Telecasting Co., uhf ch. 17 (488-494 mc); ERP .2 kw vis., .077 kw aur.; ant. height above average terrain 264.4 ft. Estimated construction cost $67,635.13, first year operating cost $84,000, revenue $120,000. Post office address P. O. Box 1122, Houston. Studio location Denton. Trans. location Denton. Geographic coordinates 33° 13′ 49.6″ N. Lat., 97° 07′ 39″ W. Long. Trans. Adler, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is Don Shepherd, business interests. Filed May 29.

APPLICATION AMENDED

Athens, Ga.—U. of Georgia's application seeking cp for new educational tv on ch. 8 amended to make ant. changes and change ant. height above average terrain to 1,219 ft. Amended May 25.

PETITIONS

Fort Smith, Ark.—Southwestern Radio & Television Co. petitions FCC to amend Sec. 3.606(b) of Rules by issuance of Proposed Rule-Making looking toward deintermixture of tv allocation in Fort Smith, and reallocation of ch. 5 from Fort Smith to Fayetteville, Ark. Petitioner also re-

Upper Midwest Fulltime Local

$52,500.00

This 250 watt newly established, profitable operation serves a rich agricultural and resort area. Terms—one-half down, balance over four years. For cash—10% off.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	ATLANTA	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford B. Marshall	Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Healy Bldg. Jackson 5-1576-7	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

quests that American Television Inc. should be issued order to show cause why its construction permit for station KNAC-TV, if extended, should not be mod. to provide for operation on ch. 39 at Fort Smith. Filed May 21.

WTOB Winston-Salem, N. C.—Petitions FCC to amend Sec. 3.606(b) of Rules by issuance of Rule-Making for allocation of ch. 8 at Winston-Salem; also to amend Sec. 3.610 and Sec. 3.614 of Rules so as to permit operation of station on ch. 8 at Winston-Salem. Filed May 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted STA to operate commercially on ch. 9 for period ending Oct. 3. Announced May 22.

WMT-TV Cedar Rapids, Iowa—Granted application seeking to change trans. location from 4 miles northeast of Cedar Rapids and about 50 miles southeast of Waterloo to 25 miles north-north-west of Cedar Rapids and 25 miles southeast of Waterloo; increase ant. height from 670 to 1450 ft., and make other equipment changes. Granted May 29.

WCBI (TV) Columbus, Miss.—Granted STA to operate commercially on ch. 4 for period ending Dec. 12. Granted May 24.

KRIS-TV Corpus Christi, Tex.—Granted STA to operate commercially on ch. 6 for period ending Aug. 7. Granted May 21.

CALL LETTERS ASSIGNED

KSEI-TV Pocatello, Idaho—Radio Service Corp., ch. 6.

KDIX-TV Dickinson, N. D.—Dickinson Radio Assoc., ch. 2.

KTCA (TV) Honolulu, Hawaii—Television Corp. of America, ch. 4. Changed from KULA-TV.

WKBM-TV Caguas, P. R.—American Colonial Bcstg. Corp., ch. 11.

APPLICATION

WTVD (TV) Durham, N. C.—Seeks cp to replace expired cp which authorized new tv. Filed May 25.

New Am Stations . . .

ACTIONS BY FCC

Wynne, Ark.—East Arkansas Bcstrs. Inc. granted 1400 kc, 250 w unl. Post office address % J. L. Shaver Jr., Ben Block Bldg., Wynne. Estimated construction cost $14,536, first year operation cost $32,000, revenue $45,000. Principals include Pres. **Thompson B. Murray Jr.** (5%), auto dealer; Vice Pres. **J. L. Shaver Jr.** (2½%); Secy-Treas. **Raymond O. Raley** (45%), retail store owner; and **William W. Meriwether** (10%), retail hardware. Granted May 23.

Old Saybrook, Conn.—Long Island Sound Radio Corp. granted 1420 kc, 500 w D. Post office address P. O. Box 68, Old Saybrook. Estimated construction cost $19,936.60, first year operating cost $30,000, revenue $42,000. Principals include Pres. **Joseph P. Trantino** (33%), program director at **WMMW Meriden, Conn.**, Vice Pres.-Sec. **Vivien N. Trantino** (33.3%), secretary; and Treas. **Nathan L. Dubin** (33.3½), dentist. Granted May 23.

Monmouth, Ill.—Prairieland Broadcasters granted 1330 kc, 1 kw D. Post office address R.R. #3, Mount Carmel, Ill. Estimated construction cost $20,900, first year operating cost $48,000, revenue $50,000. Among nine principals in unequal partnership are **Stephen P. Bollinger**, 25% owner **WVMC Mount Carmel**, 22.5% owner **WIZZ Streator, Ill.**; **Joel W.** and **Ben H. Townsend**, attorneys, each owning 18.7% **WVMC**, 6% **WIZZ**, 6.25% **WILO Frankfort, Ind.**, and 6.25% **WINL Lebanon, Ind.**; **Morris E. Kemper**, accountant, owner 37.5% **WVMC**, 11.5% **WIZZ**, 12.5% **WILO**, and 12.5% **WINL**; **T. Keith Coleman**, theatre owner, 11.5% owner **WIZZ**; **Theodore M. Nelson**, 50% owner **WILO** and 50% owner **WOHP Bellefontaine, Ohio**; and **Charles Vandever**, 22.5% owner **WIZZ**, 25% **WVMC**. Granted May 29.

Marysville, Kan.—Marshall Trans. Inc. granted 1570 kc, 250 w D. Post office address 803½ Broadway, Marysville. Estimated construction cost $13,026.30, first year operating cost $38,700, revenue $55,000. Principals include: Pres. **Andrew J. E. Grauer** (43.6%), announcer-salesman of **KWBE Beatrice, Neb.**; Vice Pres. **Walter Herman Schwarz** (3.1%), ceramics business owner; Secy.-Treas. **Janice Velva Grauer** (6.2%), former radio employe; and **Bryon Everett Guise** (15.6%), owner of weekly *Marysville Advocate*. Granted May 23.

Ortonville, Minn.—Tri-State Bcstg. Co. granted 1350 kc, 1 kw D. Post office address P. O. Box 727, Ortonville. Estimated construction cost $12,711, first year operating cost $50,000, revenue $63,000. Principals are equal owners Pres.-Treas. **James D. Kaercher**, former newsman **WCCO Minneapolis, Minn.**, and presently asst. editor-advertising manager of weekly *Ortonville Independent* and *Graceville* (Minn.) *Enterprise;* Vice Pres. **Donald P. Egert**, employe **KVSD Vermillion, S. D.**; Secy. **Warren McCormick**, employe **KWAT Watertown, S. D.**; and **Richard S. Schultz**, engineer at KWAT. Granted May 23.

Marshall, N. C.—Harold Thoms granted 1460 kc, 500 w D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first year operating cost $27,500, revenue $30,000. Mr. Thoms owns **WISE-AM-TV Asheville, N. C.**, 75% of **WEAM Arlington, Va.**, 25% of **WCOG Greensboro, N. C.**, and 25% of **WAYS Charlotte, N. C.** Filed May 23.

Wilmington, N. C.—East Coast Radio Co. granted 980 kc, 1 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $8,625, first year operating cost $27,500, revenue $30,000. Principals are partners **Harold Thoms** (20%), 99% owner **WISE-AM-TV Asheville**, 25% owner **WCOG Greensboro, N. C.**, 25% owner of **WAYS Charlotte, N. C.**, and former 25% owner of **WAYS-TV Charlotte**; **Mrs. Thoms** (40%), joint 75% owner of **WEAM Arlington, Va.**, with husband, and minority stockholder in WISE-AM-TV; and **Matilann S. Thoms** (40%), minority owner of WISE-TV Granted May 29.

Kearney, Neb.—E. M. Gallemore's application seeking cp for new am to be operated on 1450 kc, 5 kw D, returned. (Dated wrong.) Action May 25.

Cranston, R. I.—Neighborly Bcstg. Co.'s application seeking cp for new am to be operated on 1420 kc, 500 w D, dismissed in accordance of Sec. 1.387(3) of Rules. Action May 29.

APPLICATIONS

Panama City, Fla.—Gulf Coast Bcstg. Co., 910 kc, 1 kw D. Post office address L. C. McCall, P. O. Box 86, Palatka, Fla. Estimated construction cost $11,300, first year operating cost $30,00, revenue $39,000. Sole owner **L. C. McCall** is manager -50% owner of **WWPF Palatka**, and is 10% owner of **KJEM Valdosta, Ga.** Filed May 29.

Eagle Pass, Tex.—Uvalde Broadcasters, 1270 kc, 1 kw D. Post office address Box 758, Uvalde, Tex. Estimated construction cost $16,500, first year operating cost $25,000, revenue $30,000. Principals are equal partners **E. J. Harpole**, general manager-50% owner of **KVOU Uvalde**, pres.-50% owner of **KVOZ Laredo, Tex.**; and **W. J. Harpole**, 50% owner of KVOU and KXOZ, 26.6% owner of **KVWO Cheyenne, Wyo.**, pres.-66.6% owner of **KVOP Plainview, Tex.** Filed May 29.

Roanoke, Va.—Elmore D. Heins & Reba Figgatt Heins, 910 kc, 1 kw D. Post office address American Theatre Building, Roanoke 11. Estimated construction cost $27,709, first year operating cost $60,000, revenue $80,000. Mr. Heins is pres.-38% stockholder of National Theatre Corp., Roanoke. He is former minority stockholder in **WROV Roanoke.** Filed May 25.

APPLICATION AMENDED

Corinth, Miss.—Triangle Bcstg. Co.'s application seeking cp for new am to be operated on 1330 kc, 1 kw D, amended to decrease power to 500 w. Amended May 29.

Existing Am Stations . . .

ACTIONS BY FCC

KRDG Redding, Calif.—Granted mod. of cp to change ant.-trans. location, and change studio location to 1124 Locust St., Reading. Granted May 23.

KDEN Denver, Colo.—Granted mod. of license to change name to KDEN Bcstg, Co. Granted May 25.

WGMA Hollywood, Fla.—Granted change of operation on 1320 kc from 500 w to 1 kw. Granted May 29.

WAHR Miami, Fla.—Granted authority to transmit programs from Miami Stadium to **CKAC** and **CFCF Montreal, Canada.** Granted May 23.

WAAG Adel, Ga.—Application seeking assignment of license to Cook County Bcstg. Co. returned. (Incomplete.) Action May 25.

WSUI Iowa City, Iowa—Granted permission to temporarily reduce hours of operation from unl. to minimun of eight hours daily between Aug. 6 and Sept. 22, inclusive. Granted May 23.

WPEO Peoria, Ill.—Granted authority to sign-off at 6:30 p.m. during months of May through August, inclusive. Granted May 21.

KCRB Chanute, Kan.—Granted permission to sign-off at 6:30 p.m., CST, from June 1 until Sept. 1, except for special events. Granted May 25.

KELY Ely, Nev.—Granted mod. of license to change studio location. Granted May 25.

WVET Rochester, N. Y.—Granted authority until Oct. 15 to transmit play-by-play baseball broadcasts from Red Wing baseball stadium, **Rochester**, to **CKAC Montreal, Canada.** Action May 23.

WUNC Chapel Hill, N. C.—Granted cp to replace expired cp which authorized changes in licensed station. Granted May 21.

KBPS Portland, Ore.—Granted permission to remain silent during regular summer school vacation from June 1 to Sept. 21. Granted May 25.

WJUN Mexico, Pa.—Denied request for waiver of Sec. 3.93(c) of Rules to permit only one full-time first-class radiotelephone operator to be employed for WJUN and **WMRF Lewistown, Pa.**; directed compliance within 30 days. Action May 23.

WBCU Union, S. C.—Granted permission to sign-off at 7:30 p.m. through Aug. 31, except for special events. Granted May 25.

KBRC Mount Vernon, Wash.—Granted change of operation on 1430 kc from 500 w to 1 kw. Granted May 29.

KKOG Ogden, Utah—FCC, by letter, denied protest by **KVOG Ogden** against use of call letters KKOG, formerly KOPP. Commission sees no confusion. Action May 23.

WRON Ronceverte, W. Va.—Denied request for waiver of Sec. 3.93(c) of Rules requiring full-time employment of first-class radiotelephone operator; directed to comply within 30 days. Action May 23.

WLEO Ponce, P. R.—Granted mod. of cp to change studio location and operate trans. by remote control from Villa Esq. Torres Sts., Puerto Rico. Granted May 23.

WDTV Cruz Bay, Virgin Island—Granted cp to replace expired cp which authorized new am. Granted May 22.

CALL LETTERS ASSIGNED

KEAR San Francisco, Calif.—Bay Radio Inc., 1550 kc, 10 kw. **NOT** changed to KACE.

WTCO Campbellsville, Ky.—Taylor Bcstg. Co., 1450 kc, 250 w. Changed from WLCK.

WLOC Munfordville, Ky.—South Central Kentucky Bcstg. Co., 1150 kc, 1 kw. Changed from WTCO.

WFST Caribou, Me.—Northern Bcstg. Co., 600 kc, 1 kw D.

KRBO Las Vegas, Nev.—Rainbow Inc., 1050 kc, 500 w D.

KGRO Gresham, Ore.—Gresham Bcstg. Co., 1230 kc, 100 w unl.

KZEE Weatherford, Tex.—Weatherford Bcstg. Co., Changed from KWFB.

WCOW Sparta, Wis.—Sparta-Tomah. Bcstg. Co., 1290 kc, 1 kw. Changed from WKLJ.

APPLICATIONS

WEBJ Brewton, Ala.—Seeks mod. of license to change hours of operation from unl. to specified hours. Filed May 29.

KDEN Denver, Colo.—Seeks mod. of license to change name of licensee to KDEN Bcstg. Co. Filed May 29.

KMYR Denver, Colo.—Seeks cp to increase power from 5 kw to 10 kw. Filed May 29.

WCMR Elkhart, Ind.—Seeks mod. of cp (which authorized new am) to make changes in ant. and ground system. Filed May 25.

WOKJ Jackson, Miss.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 29.

KBHM Branson, Mo.—Seeks mod. of cp to increase power from 250 w to 1 kw. Filed May 25.

WKOV Wellston, Ohio—Seeks cp to change frequency from 1570 kc to 1330 kc and increase power from 250 w to 500 w. Filed May 29.

WISR Butler, Pa.—Seeks authority to determine operating power by direct measurment of ant. power. Filed May 29.

WSSV Petersburg, Va.—Seeks cp to change ant.-trans. location, make changes in ant., and change ground system. Filed May 25.

KGMB Honolulu, Hawaii—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 29.

WDTV Cruz Bay, St. John, Virgin Islands—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location; change station location from Cruz Bay, St. John, V. I. to Columbus Bay, Christiansted, St. Croix Island, V. I.; make change in ant. and ground system, and change permittee name to Virgin Islands Bcstg. System. Filed May 29.

APPLICATION AMENDED

WLAT Conway, S. C.—Application seeking cp to change frequency from 1490 kc to 1430 kc, increase power from 250 w to 1 kw, and change hours of operation from unl. to D amended to change frequency to 1330 kc. Filed May 29.

New Fm Stations . . .

ACTIONS BY FCC

Denver, Colo.—Good Music Assoc. granted cp for new Class B fm station to operate on ch. 286 (105.1 mc); ERP 10 kw. Granted May 23.

Carbondale, Ill.—Southern Illinois U. granted 91.9 mc., 22.4 kw. Post office address % Delyte W. Morris, Southern Illinois U., Carbondale. Estimated construction cost $49,747.50, first year operating cost $5,000. Station is for non-commercial educational purposes. Granted May 23.

Ponce, P. R.—Voice of Puerto Rico Inc. granted cp for new Class B fm to be operated on ch. 284 (104.7 mc); ERP 530 w; ant. height 2,330 ft. Granted May 29.

Existing FM Stations . . .

ACTIONS BY FCC

WKAR-FM Lansing, Mich.—Granted mod. of cp (which authorized changes in licensed station) to change ERP to 74 kw; ant. height to 270 ft., and change ant. system. Granted May 25.

WFLN (FM) Philadelphia, Pa.—Granted mod. of license to change name to Franklin Bcstg. Co. Granted May 22.

WHYY (FM) Philadlephia, Pa.—Granted cp to change trans. power output to 5.3 kw; ant. height to 460 ft.; relocate trans. site to top of same bldg., and change name to Metropolitan Philadelphia Educational Radio & Television Corp. Granted May 22.

CALL LETTERS ASSIGNED

WHLM-FM Bloomsburg, Pa.—Bloom Radio, 106.5 mc, 10 kw unl.

APPLICATION

WMUZ (FM) Detroit, Mich.—Seeks cp to make changes in licensed station: change ERP to 19.7 kw; change ant. height above average terrain to 178 ft., and change ant. system. Filed May 29.

Ownership Changes . . .

ACTIONS BY FCC

WEZB Homewood, Ala.—Granted assignment of license to Gene Newman Radio Inc. Assignment is for change to corporate status. Granted May 29.

KWCB Searcy, Ark.—Granted transfer of control to **C. N. Dodd** through purchase of 40% of stock for $24,000. Mr. Dodd plans to give his wife **Mary Dodd**, and his daughter **Carlene Dodd** 10.8% interest each. Granted May 23.

KITO San Bernardino, Calif.—Granted assignment of license to Cosmopolitan Bcstg. Corp. for $150,000. Cosmopolitan is owned by Continental Telecasting Corp., licensee of **KRDK-AM-FM Los Angeles.** Cosmopolitan principals are Pres. **Richard C. Simonton**, vice pres., 36.66% stockholder of Continental, pres., 25% stockholder of **KULA-AM-TV Honolulu, Hawaii**; Vice Pres. **Frank Oxarart**, Secy.-treas., 26.66% stockholder of Continental, 50% stockholder of **KDON Salinas, Calif.**; Secy.-Treas. **Arthur B. Hogan**, pres. of Continental and 50% stockholder of Albert Zugsmith Corp, which is 36.66% stockholder of Continental; and **Albert Zugsmith**, 50% stockholder of Albert Zugsmith Corp. and 25% stockholder of KULA-AM-TV. Granted May 29.

KVIP (TV) Redding, Calif.—Granted assignment of permittee partnership to Shasta Telecasting Corp. Corporate change. Granted May 24.

WDAR Savannah, Ga.—Granted assignment of license to Coastal Bcstg. Inc. for $55,000. Principals are Pres. **Donald K. Jones** (21.43%), manager of **WSAV Inc., Savannah**; Vice Pres. **Alice W. Jones** (32.14%), housewife; Secy.-Treas. **Cecil H. Mason** (39.29%), construction interests; and **Kathryn C. Wasden** (7.14), as trustee for **Wiley Wasden Jr.** Granted May 29.

WTAY Robinson, Ill.—Granted assignment of license to Ann Bcstg. Corp. for $6,630 plus assumption of 49% of corporate debt. New principals are **Roger L. Moyer** (39%), former owner of **WTIM Taylorville, Ill.**; and **James Hilderbrand** (10%), general manager of WTIM. Granted May 23.

WFUL-AM-FM Fulton, Ky.—Granted transfer of control to **R. Paul Westpheling Jr.** and **Johanna S. Westpheling**, owners and publishers, *The Fulton County News*, for $30,500. Mr. and Mrs. Westpheling are minority stockholders in WFUL-AM-FM. Granted May 23.

WCER Charlotte, Mich.—Granted assignment of cp to Eaton County Bcstg. Co. Assignment is for incorporation of company. Pres. **Roy W. McLean** will hold 60% interest, Vice Pres. **Craig E. Davids**, 40%. Granted May 21.

KDUZ Hutchinson, Minn.—Granted assignment of license to North American Bcstg. Co. Corporate change. Granted May 25.

KEYD-AM-TV Minneapolis, Minn.—Granted assignment of licenses to United Tv Inc. for $1.14 million and assumption of $315,452 in notes. Simultaneously granted is application for assignment of license of KEYD to Western Bcstg. Corp. for $35,000. United principals include: Chmn. of Board **Thomas P. Johnson** (32.94%), minority owner of **WENS (TV) Pittsburgh**; Pres. **Seymour Weintraub** (23.53%), over 25% owner of Flamingo Films Co. (distributor to tv), former vice pres. Motion Pictures for Tv Inc.; Vice Pres. **Larry H. Israel** (no stock), vice pres., gen. manager, 50% owner WENS (TV); Secy.-Treas. **George W. Eby** (no stock), asst. treas., minority owner WENS (TV), theatre interest; **William F. Adler** (11.77%), pres., more than 25% owner of *Tv Guide*; **Donald C. Lott** (11.77%), 3% owner WENS (TV); **Oliver Tyrone Corp.** (5.88%), owns 6% of WENS (TV) and 10% of **WMTW (TV) Poland Spring, Me.**; **William H. Rea** (no stock), minority owner WENS (TV), WMTW (TV), **WPOR Portland, Me.**; **Henry O. Rea** (2.35%), more than 25% owner of WPOR and **WABI-AM-TV Bangor, Me.**; **Monroe H. Long** (2.35%), chmn. of board, minority owner of Branham Co. (station representation firm; and **Lewis S. Greenberg** (9.41%), vice pres, and minority owner Branham. Western principals are Chmn. of Board **James A. McKenna Jr.** (50%), lawyer; Pres. **Robert M. Purcell** (50%), executive vice pres. of Mass. Bay Tv Inc., applicant for ch. 5 in Boston, and owner of broadcast consulting business; Vice Pres. **Rex M. Lester Jr.**, gen. manager KEYD; and Treas. **Edward R. McKenna**, lawyer. Granted May 23.

KWAD Wadena, Minn.—Granted assignment of license to **KWAD Bcstg. Co.** for $60,050. Principals are Pres. **Robert E. Ingstad** (66%), pres., majority stockholder of **KOVC Valley City, N. D., KEYJ Jamestown, N. D.**, and **KBMW Breckenridge, Minn.**; and Vice Pres. **Marlin Obie** (33.3%), commercial manager of KOVC and gen. manager of KWAD. Granted May 23.

WDEB Gulfport, Miss.—Granted assignment of license to **Denver T. Brannen** for $57,000. Mr. Brannen is 98% owner of **KCIL Houma, La.**, and is applicant for new am at Plant City, Fla. Granted May 29.

WBKH Hattiesburg, Miss.—Granted assignment of license to **Hattiesburg Bcstg. Co.** for $17,500. Agreement is for transfer of 50% control from **Robert M. Keith Jr.** to **F. M. Smith**, employee of station. Other partner and 50% owner is **Benny L. Blackledge Jr.**, radio-tv sales and services dealer. Granted May 23.

KORK Las Vegas; KOLO Reno, Nev.—Granted transfer of control to Donrey Operating & Trading Co. Corporate change. Granted May 21.

KGON Oregon City, Ore.—Granted transfer of negative control to **Robert J. Hartke** for $15,780 cash and $9,674 in notes. Mr. Hartke has automobile, motion picture theatre, and trailer sales interests. Granted May 23.

KQV Pittsburgh, Pa.—Granted transfer of control to **Earl F. Reed** and **Irwin D. Wolf Jr.**, voting trustees. Granted May 24.

WCRE Cheraw, S. C.—Granted assignment of license to **Roy P. Zess** for $27,925. Mr. Zess is manager-35% owner of **WMGA Moultrie, Ga.** Granted May 29.

KSWA Graham, Tex.—Granted assignment of license to **Clay E. Thompson Jr.** and **Harland V. Newsom** d/b as Southwestair. Change is to partnership status with Mr. Thompson holding 88.8% and Mr. Newsom 11.12%. Granted May 24.

WSVA-AM-FM-TV Harrisonburg, Va.—Granted transfer of control to Tudor Enterprises Inc. for $560,000. Principals are Pres. **Hamilton Shea** (50%) and **Transcontinent Tv Corp.** (50%). Mr. Shea is vice pres. of Transcontinent and is former NBC executive. Transcontinent principals are Chmn. of Board **Paul A. Schoellkopf Jr.** (10.7%), dir. of **WGR-AM-TV Buffalo, N. Y.**; Chm. of Executive Committee **J. Fred Schoellkopf IV** (10.7%), member of executive committee-minority stockholder of WGR-AM-TV; Secy.-Treas. **David G. Forman** (10.7%), business interests; **Seymour H. Knox** (3.5%), dir., stockholder of WGR-AM-TV. Transcontinent is currently negotiating for purchase of **WHAM, WHFM, WHAM-TV Rochester, N. Y.** Granted May 29.

WBLU Salem, Va.—Granted assignment of permit to Salem Bcstg. Co. for $3,000. Sole owner is **M. C. Bowers Jr.**, chief engineer of **WBEJ Elizabethton, Tenn.** Granted May 23.

WORA-TV Mayaguez, P. R.—Granted assignment of cp to Supreme Bcstg. Co. of Puerto Rico. Corporate change only; no change in control. Granted May 23.

APPLICATIONS

WIOD-AM-FM Miami, Fla.—Seek assignment of license to Biscayne Television Corp. for $404,128.80. Biscayne Tv Corp. is permittee of **WCKT (TV) Miami.** Filed May 29.

WQAM-AM-FM Miami, Fla.—Seek transfer of control of licensee corporation from The Miami Herald Publishing Co. to Mid-Continent Bcstg. Co. for $850,000. Mid-Continent is licensee of **WDGY Minneapolis, Minn., KOWH Omaha, Neb., WHB Kansas City, Kan., WTIX New Orleans, La.** Filed May 29.

WHLN Harlan, Ky.—Seeks assignment of license to Radio Harlan Inc. Corporate change. **J. Francke Fox Jr.** will be sole owner. Filed May 25.

WTCW Whitesburg, Ky.—Seeks assignment of license to Folkways Bcstg. Inc. for $85,000. Principals are Pres. **William R. McDaniel** (39.92%), Vice Pres. **Ernest Tubb** (39.92%), and **Hank Snow** (19.96%), all associated with **WSM Nashville.** Folkways also has application pending to purchase **WHBT Harriman, Tenn.** Filed May 29.

WAAB Worcester, Mass.—Seeks assignment of license to Waterman Bcstg. Corp. for $163,000. Principals are Pres. **Bernard E. Waterman** (90%), sports director at **WMAY Springfield, Ill.**, and **Edith B. Waterman** (10%). Filed May 29.

WSUH Oxford, Miss.—Seeks assignment of license to Colonel Rebel Radio for $36,500. Principals are **C. H. Quick** (90%), gen. manager of Ole Miss Bcstg. Co., and **A. B. Quick** (10%), beauty salon owner. Filed May 29.

WKBS Mineola, N. Y.—Seeks assignment of license to Keynote Bcstg. System Inc. for $116,500. Sole owner is **Seymour Weintraub**, film distribution and production interests, Pres.-23.53% stockholder of **United Television Inc.** Filed May 25.

WQXR-AM-FM New York, N. Y.—Seek involuntary transfer of control of licensee corporation to **Iphigene Ochs Sulzberger, Arthur Hays Sulzberger** and **Orvil E. Dryfoos**, trustees u/p 51st of will of **Adolph S. Ochs**, deceased. Filed May 29.

WSKN Saugerties, N. Y.—Seeks transfer of control of permittee corporation to **Harold S. F. Bates**, et al. Filed May 29.

WQMC (TV) Charlotte, N. C.—Seeks involuntary assignment of cp from WQMC Television Inc. to **Winfred R. Ervin**, receiver. Filed May 29.

WQMC (TV) Charlotte, N. C.—Seeks voluntary assignment of cp from **Winfred R. Ervin**, receiver, to **Hugh A. Deadwyler**, former 100% owner of WQMC Television Inc., who will be individual owner when assignment is completed. Filed May 29.

KTUL Tulsa, Okla.—Seeks assignment of license to Consolidated Radio Enterprises Inc. Corporate change. Filed May 29.

WACH-AM-TV Newport News, Va.—Seek assignment of license and cp to United Bcstg. Co. of Eastern Virginia Inc. for $54,000. United is 100% owned by Friendly Bcstg. Co., licensee of **WJMO Cleveland, Ohio.** Filed May 29.

WNVA Norton, Va.—Seeks assignment of license to Radio Wise Inc. Principals are Pres. **R. B. Helms** (76.5%), 43% owner of **WHLN Harlan, Ky.**, 50% owner of **WBLU Salem, Va.**, and 25% owner of **WCLE Cleveland, Tenn.**; Vice Pres. **Jack T. Helms** (12.5%), 6.25% owner of WHLN, 25% owner of WBLU, and 25% owner of WCLE, and Secy.-Treas. **O. R. Galliher Jr.** (11%), 6.25% stockholder of WHLN. Filed May 25.

KENE Toppenish, Wash.—Seeks transfer of

(Continues on page 116)

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RADIO

Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We're expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo, resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Sales opportunity with future. Prefer man in the 20's from Great Lakes area. Must have proven sales record to qualify for this top money opportunity with a fast growing Michigan indie. Box 677G, B•T.

Immediate opening salesman highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 685G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Experienced radio salesman. If you are in a smaller market with limited income—this is for you. Opportunity is unlimited in this multiple station operation. Start out with good guarantee. Station serves a major Michigan trade area in a sportsman's paradise. Want an aggressive man. Phone W. L. Belaney, WPON, Pontiac, Michigan, FE 8-0444.

Salesmen pick your town. Wanted—three salesmen now working in the south to join any of three independent stations programming specialized Negro radio in three major midsouth markets. As a sales consultant for five stations, I can place you in a choice of cities at no cost to you. I can recommend these sales jobs as offering good pay with commission plan that assures high potential income. Key executive positions open for men who demonstrate ability. All stations well accepted locally, have high ratings and are well promoted. Extra benefits including annual bonus. Write complete details to Jules J. Paglin, 616 Audubon Building, New Orleans, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Eastern independent desires experienced DJ with mature approach and personality. Fine opportunity for right man. Send full resume to Box 656G, B•T.

Experienced announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant northern New England city. Send photo, tape audition, resume and salary requirements to Box 667G, B•T.

Announcer-salesman for immediate opening in fast growing, prosperous city of 35,000 in west Texas. Wonderful opportunity to augment board work with wide-open sales market on a real money-making arrangement. Pleasant permanent working conditions in a good and healthy community in which to live, age open. Send complete resume, tape and picture. Box 675G, B•T.

Announcer-salesman needed at New Mexico full-time regional affiliate. Guaranteed salary plus commission. Box 691G, B•T.

Experienced announcer, 5000 watt CBS affiliate, Montana's oldest established radio station. Excellent references required. Two weeks paid vacation; health insurance. Our beginning salary ranges from $1.75-$2.00 per hour, 4 hour week. Send 5 minute tape with letter to Assistant Manager, KFBB, Great Falls, Montana.

First phone combo man, announcing, no engineering. Straight board work with straight commercial announcing. In small town, small operation. No personalities. Three twenty-five to four hundred. First vacancy in over a year. Prefer married westerner. Hunting and fishing area, seventy miles from Glacier National Park. Contact, Lyon, KIYI, Shelby, Montana.

RADIO

Help Wanted—(Cont'd)

Announcers

WCEM, Cambridge, Maryland, looking for additional good all around staff man. Board operation helpful, not essential. Good news delivery is. Salary open. If you want to spend years in an ideal spot, contact us.

Announcer wanted. Must have experience. Furnish complete information and salary expected first letter. WEAV, Plattsburg, N. Y.

Excellent opportunity for ambitious young man for announcing and production. Please state experience, etc., and furnish snapshot. Write Bill Trap, WKBZ, Muskegon, Michigan.

Wanted—staff announcer for leading independent music news station. Send tape, photo, experience. WKNK, Muskegon, Michigan.

Are you our man—an experienced combo with first would like to do some selling. $100 per week plus commissions. WWBG, Bowling Green, Ohio.

Experienced basketball play-by-play announcer-sports-writer. If you are single, high school graduate and are interested in acquiring a college degree, opportunity knocks. Send tape (will not return) photo, background, references with first reply: Ed Nall, Athletic Business Manager, Oklahoma City University, 2501 North Blackwelder, Oklahoma City, Oklahoma.

Technical

Chief engineer: for progressive daytime station in booming metropolitan market. High type, efficient and tape charge man wanted. Write Box 680G, B•T.

Immediate opening first class engineer desiring sales experience. Highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity. Family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 684G, B•T.

Going to 5000 watts in 45 days on Florida Gulf Coast. Opportunities unlimited for competent first class engineer announcer, first class engineer-salesman, or announcer with real sales ability. Send all information first letter. Box 687G, B•T.

Engineering only. Fully experienced studio and transmitter maintenance. Long established one engineer radio operation. Good Colorado job for right man. Give experience, education, family status, present income. Confidential. Box 700G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Chief engineer wanted at 1kw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Engineer with first class license needed by July 1st. Good salary to right man . . . kilowatt station with Gates equipment serving neighboring towns. Some air work required. All replies confidential. Radio Station WCLB, Camilla, Georgia.

Engineer, permanent transmitter studio. First class radio telephone license. 5kw network station. Apply in writing. Chief Engineer, WIBX, Utica, New York.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Combo with first. Ohio college town. $90 per week, more if worth it. WWBG, Bowling Green, Ohio.

Programming-Production, Others

Continuity girl with ability, personality to service accounts for outstanding station. Box 535G, B•T.

Top station in highly competitive market needs writer. Top salary to person with talent. Submit samples of both "production" and "straight" copy, along with brief biog. Box 586G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Immediate opening program director, first ticket, must have programming experience. Family man preferred, 1 kw am, 5 kw fm combination independent Pennsylvania daytimer. Excellent opportunity. Box 686G, B•T.

Colorado independent station needs combination radio-tv newsman-announcer. Send photo, tape, salary requirements, etc, to Box 707G, B•T.

News director for top-rated independent college town of 10,000. Gather-write-air local news. voice and experience necessary. Complete newsroom with mobile units . . . mini-tape and liberal budget. Will pay top salary to a young, hard-working newsman. Send tape, full details and salary requirements to V. K. Melia, Program Director, KAYS, Hays, Kansas.

Continuity writer wanted as soon as possible for 50,000 watt CBS Radio affiliate. Please send complete information in first letter or call KWKH, Shreveport, Louisiana.

News editor-farm reporter-special events. A big job as one-man department. Only men with similar experience need apply. Send all info including experience, education, references, earnings, etc. to KXO, El Centro, Calif.

Radio-television newsman. Experienced, responsible, reporter-editor-broadcaster. No cubs. Send full resume, references, photo and 7½" tape. Expanding news staff. WCAX, Box 608, Burlington, Vermont.

Experienced news man to write and deliver morning news—40 hour week, good pay, but experience necessary. Contact William M. Winn, Program Director, WESB, Bradford, Pa.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

Local news reporter-announcer. Must have car. WSLB, Ogdensburg, New York.

Experienced personnel needed for all phases of radio and television in all sections of the country, Excellent jobs on file. List with National for just the job you've been looking for. Write, wire or call M. E. Stone, Manager, National Radio and Television Employment service, Fifth Floor, 1627 K Street, N.W., Washington, D. C.

Situations Wanted

Managerial

Manager—chief engineer. Presently employed as chief engineer, desires advancement and more responsibility with reasonable remuneration. 26 years experience all phases broadcast industry. Not a chair warmer but a hustler. Excellent character and technical references. Box 563G, B•T.

Do you need a commercial manager or salesman that can really produce? Not a desk operator but can dig. Proven sales record. Twenty five years selling experience. Available in June, Box 696G, B•T.

Broadcaster, over 20 years experience in management, ownership, all phases, ready for new assignment due to station sale. Open for any connection with industry, station, agency, rep, services, consultant, etc. Highest references. Box 709G, B•T.

Manager: Factual outline detailing successful administrative and personal sales record awaits your request. Documented ability and reputation. A good man looking around. Negotiations confidential. Box 715G, B•T.

Sales manager: Investigate before you invest! Request and analysis my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. "Don't let a good one get away." Write Box 716G, B•T.

Salesmen

Experienced capable mature salesman. Background of many years includes announcing, sports and managerial. Married. Civic leader. Box 666G, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Salesman wants to sell for progressive, "on the ball" metropolitan station. Experienced selling local, regional, agency against television and print competition. Salesman, not order-taker. 34 years. Married. One child. Box 683G, B•T.

Salesman—Family man with successful sales record in tangible field wishes to connect with aggressive station in sales capacity. William O. Bauman, 1957 South Wichita, Wichita, Kansas.

Announcers

Question? Where can you find an experienced announcer-disc jockey, single, 26, veteran with pleasing personality and voice, plus broad knowledge of records and artists? Right here! Tape, photo, resume. Box 661G, B•T.

Combo: Five years air. DJ, classics, news. No selling or hillbilly. Now ce, announcer, 1 kw da indie. Veteran. One dependent. Sober, excellent record. Consider all offers including ce-announcer small non da. Want to make permanent move. Salary based cost of living. Available 30 days. References. Box 665G, B•T.

Look! Young radio and television announcer, veteran, currently employed, good sell, pleasant personality, on camera experience. Will accept good job in either radio or television. East. Box 668G, B•T.

Authoritative news/sports. Good pops and concert. Excellent commercial without shouting. Adlib and wry sensayuma. Vocabulary, pronunciation far above average, especially foreign names, places. Some tv. 5 years present station. Widely travelled, sober, family man. Formerly public relations director/general traffic manager domestic airline. Want expansion larger market, morning show, news, sports. Minimum $100 plus sales (or ?). Box 674G, B•T.

Sore throat, can't scream. Imaginative. Warm, friendly DJ pop personality. Effective sell. Excellent adlib, with whimsical humorous approach. Good voice. Authoritative news. Console operation. Versatile. Recent SRT graduate. Box 678G, B•T.

Experienced staff announcer-deejay now available. Tape, resume, highest references. Box 682G, B•T.

Experienced announcer (3 years tv, 5 years radio) desires position in New England area. Married with children. Available for personal interview after June 19th. Box 701G, B•T.

Experienced DJ seeks market of a least 200,000. All types of DJ. Operate board, married, sober, ambitious, veteran. Box 703G, B•T.

Northwest. Available August. First phone. 6 years. Handle anything except sales, maintenance or play-by-play. Box 704G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 710G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, currently employed, personality without network voice, prefer evening shift. Box 712G, B•T.

Stop—experienced announcer—go-getter salesman, also interested in program directing, preferably indies or new stations—independent radio in blood, but all others considered—very sincere—looking for home for family—study for 1st. Box 713G, B•T.

3 years experience announcer, DJ, sports, news, sales, writer. College graduate. 3rd phone. Relocate. See and hear the '56 DeSota. Basil DeSota, 1801 Coldwater Canyon, Beverly Hills, California.

Recent grad, radio-tv school, draft exempt, college, mature, willing worker. Some experience dj, sports, news. Available immediately. Joseph Grajek, 2127 N. Winchester, Chicago, Ill.

Southeast only—Experienced announcer (staff, dj, board)—now employed with progressive indie—desires permanent work with network affiliate. Bill Gray, 1422 Pennsylvania Ave., Durham, North Carolina.

Announcer, newscaster, pop deejay. Commercial experience; AFRS. College. Radio school. References. Draft exempt. 24, family. Negro. Voice has no dialect. Ed Lova, 2505 Morton, Parsons, Kansas. Phone 2066-R.

Recommended by Pathfinder School of Radio. Girl writer-announcer, traffic, board operator, 3rd ticket, experienced secretary, car, tape available. Jeraldine Freed, 2102 Ashwood Avenue, Nashville, Tenn. CYpress 2-7981. Staff announcer-writer, sales, DJ, newscaster, married, car, 3rd ticket. Bob Lark, 11051 Minden, Detroit, Michigan. Staff announcer, board man, DJ, newscaster, married, car, 3rd ticket. Lowell Lingo, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Technical

Want transmitter position, have 2 years am time, first phone. Box 671G, B•T.

Engineer. Permanent. S. W. Pa. 4 years experience. First phone. Box 676G, B•T.

14 years broadcast—4 as chief. Experienced all phases construction and maintenance—am and fm—STL operation—directions-remote pick-up etc. Currently vhf, fm communications. Desire spot as chief am or fm. Box 697G, B•T.

Presently employed. Combo man desires to move. Experienced in am-fm station maintenance. Capable of chief's job. Family man. Prefer states boardering Illinois. Must progress. Box 699G, B•T.

(Continued on next page)

DISC JOCKEYS—Immediate Openings!

If you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again adding WQAM, Miami, Florida, subject to FCC approval. Openings available immediately in all our markets. Interested in bright, smooth pop DJ's—men who sound good at first listen and stay that way. With your tape (inside box) include basic info. If you're good we want to talk business. Do not apply unless you are available immediately (2 weeks). All tapes carefully auditioned and promptly returned. Send all tapes to Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

WDGY	KOWH	WHB	WTIX	WQAM*
Minneapolis-St. Paul	Omaha	Kansas City	New Orleans	Miami

*Pending FCC Approval

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer—salesman. Limited announcing 12 years experience. Employed. Desires eastern location. Box 705G, B•T.

1st phone. 7 years experience chief, construction. Available immediately. Box 706G, B•T.

Programming-Production, Others

3 years news editor and tv newsman, B.A. and post-grad, taught university English, seek solid radio or tv. Equally competent writing and delivery. Box 628G, B•T.

Producer-director with four years experience at creative station—1½ years as studio supervisor—desires opportunity with network or large commercial station—west coast preferred. Expected salary start at $8,000. Box 681G, B•T.

Commercial writer, 5½ years experience in radio and tv, would like position in agency or station. $75 to start. Ellis Babcock, Box 55, Orwell, N. Y. PUlaski 958-F5.

TELEVISION

Help Wanted

Salesmen

Our top radio salesman on a 250 watt fulltime station is making $12,000.00 a year. Want a tv salesman who can match him. Station is an NBC affiliate, uhf, with plenty of power, in a good midwest small market. Almost no competition. Starting draw $350.00 a month with much better than average commission. If you want a chance to make $12,000.00 this is it. If you want a sure thing, better stay where you are. Tell all in first letter. Box 669G, B•T.

Technical

Immediately. Engineer for permanent position with aggressive vhf station capable of operating and maintenance responsibilities. Salary commensurate ability. Box 673G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 679G, B•T.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Colorado independent station needs tv copywriter. Send samples of work and resume of experience, etc., to Box 708G, B•T.

Prominent tv station accepting applications for experienced tv continuity writers. Forward copy samples and complete resume with picture and salary requirements to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis 2, Indiana.

Situations Wanted

Managerial

Manager/sales manager: You can't top a proven "pro"; but you can buy his experience and know-how. A concise documented quality experience resume is yours for the asking. "Don't let a good one get away". Write Box 714G, B•T.

Announcers

Versatile on-camera announcer earning $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency references. Will fly anywhere for interview. Box 688G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Technical director—chief engineer seeks permanent connection with large television operation. 18 years experience in administration, construction, operation, allocation of am, fm and tv. Married, age 37. Full resume and references on request. Salary open. Prefer west or southwest, consider all. Box 702G, B•T.

Programming-Production, Others

"Publicity with felicity—adroit in public relations, promotion." Radio network publicity, production. National ad agency. Desirous to work for solvent tv station who wishes progress. 30 years, married, college. Prefer mid or southern U. S. Will be in that region June 8 to July 1. May I call on you? Box 670G, B•T.

Cameraman, switching, floor, music, aiming at producing. Intelligent, capable, young man. Just finished schooling with United Television Corporation. Interested in midwest or western market. Unattached and will relocate. Box 690G, B•T.

Sports/news director . . . 11 year radio-tv currently with basic affiliation doing 15 shows weekly. Sold solid nationally. Prefer western states. Can produce for sports minded station. Experience includes top national coverage, play-by-play, plus heavy emphasis local sports. Will visit you. Box 695G, B•T.

FOR SALE

Stations

Internationally famous southwest resort area. Diversified economy, delightful climate. A single station city. Combo operation, one site. Offered to qualified principals only. $25,000 cash down. Exclusive with Ralph Erwin, 1443 South Trenton, Tulsa.

Rocky Mountain area. Special listing. Active city 10,000 population. Only station. Operated by same owners since original establishment. Now offered for private sale to qualified applicants only. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

HOME OFFICE
PORTLAND, OREGON

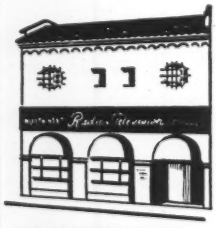
OTHER SCHOOLS

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

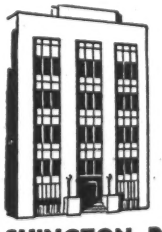
OVER 16,000 SQ. FEET

DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.



HOLLYWOOD

CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Stations

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

BC603 FM receiver (AC) BC604 FM transmitter (12 volt dynamotor) 26.11 Mc crystal. For remote broadcast pickup. Instructions. $70.00 F.O.B. Box 662G, B•T.

New Ampex 350 recorder. Will trade for fm equipment, 250 watt or 1000 watt. Box 693G, B•T.

Three 6 X 8 foot plane reflectors, made by Tower Equipment for sale below cost. New, in crates ready for immediate shipment. Phone, or write, Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Ampex 450P. Background music equipment. Excellent condition. Available immediately. KBMY, Billings, Montana.

5 kilowatt am Western Electric 5 C modified and now in operation. Two final tubes water cooled. Price includes FCC spares. Buyer would be expected dismantle about June 20. $1500. Crystals for 1360 and 600 kc. Now operating on 600. Also, 250 watt Raytheon, excellent condition. Complete spares and equipped for low or high band. Crystals for 600 and 1360 kc. Quick sales price, $1500. Also, 100 feet 52 ohm coax ¾ inch with end seals $100.00, save $125.00. KCLS, Flagstaff, Arizona.

For Sale: Fm transmitting with 100kw power supply. Offers will be received for equipment in whole or in part. Contact: Ross Utter, WEFM, 135 S. LaSalle, Chicago 3, Illinois. State 2-1358.

Little used ATR, dc to ac inverter, six volt input, 110 volt output, 150-175 watts. Gates model MO2993 audio line amplifier. Contact D. A. Thurston, WIKE, Box 586, Newport, Vermont.

For sale: Collins 300-G, 250 am transmitter. Excellent appearance. Good condition. WKOZ, Kosciusko, Mississippi.

Western Electric 443-A1 broadcast transmitter. 550-2750kcs, 1000 watts. Best offer takes it. Telecom Corp., 82 Lower Main, Matawan, New Jersey.

WANTED TO BUY

Equipment

Low power fm transmitter, frequency and modulation monitor and antenna. Box 692G, B•T.

New 100 watt station, SE North Carolina needs, console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to WBLA, Elizabethtown, N. C.

Magnecorder wanted at once. State model, condition and price by wire WPDR, Portage, Wisconsin.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

Wanted: Side band analyzer, RCA BWU-5A. State condition, price. P.O. Box 1566, Baton Rouge, Louisiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

The National Academy of Broadcasting, 3338 16th St., N, W., Washington, D. C. trains and places men and women in excellent jobs as radio and tv announcers, disc jockeys, newscasters, writers and producers. Established in 1934, it has alumni in every state. Write for list of graduates and their jobs. Catalog mailed on request. New term starts June 4.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Owners-managers. Increase your audience and sales with proven news-program-special events-promotion methods that have built and kept metropolitan area indies first above higher power competition. Now available for all markets. Individual recommendations specifically for your operation. Broadcast Advisors. Box 640G, B•T.

RADIO

Help Wanted

EXPANDING -- Southern Regional Network

NEEDS

2 Top producing Station Managers.
4 Seasoned DJ's—must be real air salesmen and tops in their field.
2 Radio and One (1) TV salesmen—Guaranteed Salary PLUS commission.
1 Program Director—DJ combo, with ideas for Music-News-Sports.
1 Strong air selling experienced radio newsman. Permanent and growing.

Top earnings for right men in all positions.

Send Full Details And Photo First Letter, To:
Aaron B. Robinson
THE DIXIE NETWORK
P. O. Box 309
Jackson, Tennessee

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Program Director

With enterprising ability, capable of directing-producing top rated shows. Must be able to select DJ's who are energetic performers worthy of popular appeal. Gifted with the local touch for our metropolitan Ohio market. Only experienced "mike-men" need apply. This job is a position that will require a performance contract for $10,000-$15,000 per year, person who is a steady, reliable and sincere individual, determined to develop successfully in cooperation with our established community station. The above includes talent as a working broadcaster in a featured role. Send confidential qualifying information to

Box 689G, B•T.

Wanted: Top Man For Top Job At Top Station

One of the nation's great stations wants an outstanding program manager with ideas and fire. Wide latitude, exceptional facilities, aggressive management will enable you to set a fast pace and make the whole industry follow you. Big market, wonderful town. Reply in full in complete confidence.

Box 717G, B•T

California Television-Radio Station Promotion Manager

KSBW-TV and KSBW-Radio, Salinas, California . . . needs at once . . . all around top flight promotion, publicity, merchandising manager. Requires complete knowledge of production, newspapers, trade papers, direct mail, point of sale, market and audience research and creative presentations. The man we want has boundless energy and creativity. He may be the artist now working as the second man in a department, but has good copy ideas and all around knowledge. This job offers a good salary plus profit participation and ground floor opportunity in an expanding organization situated in the beautiful Monterey Bay area of California. We also need expert woman secretary with promotion knowledge for same department. Send full information, samples of work, references and photo first letter. KSBW-TV, P. O. Box 1651, Salinas, California.

CAROLINAS

Metropolitan market, regional facility, with past history of earnings but presently suffering under absentee ownership. $99,000 on terms or discount for cash.

Small market daytimer, priced under investment costs at $39,000 total. Terms can be arranged for proven management.

Medium market, fulltime station, middle dial, grossing over one hundred thousand yearly, priced at $135,000 including real estate of some value and accounts receivable. Substantial cash required.

TO BUY OR SELL A STATION IN THE SOUTH, CONTACT

PAUL H. CHAPMAN COMPANY

84 PEACHTREE STREET, ATLANTA, GEORGIA

RADIO

Situations Wanted

Managerial

manager . . .

with 20 years of good experience. Successfully employed for ten years in network executive posts and, for the past ten, managing a major market station. Took this station from insolvency to high earnings; from the bottom of the Hooper ladder to battling for top. Knows programming, promotion, sales management, agency-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank my experience on our mutual future. Available immediately. Write in confidence to Box 694G, B.T

FOR SALE

Equipment

Complete RCA Microwave System
0.1 watt—modified for color.
System now in operation.
Available in approximately 60 days.
Make offer. Write Box 672G, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

WANTED IMMEDIATELY

1 to 10 kw station in east, south or southeast in a one to six station market. We are in a position to make immediate settlement for suitable properties.

Connie B. Gay's
Town & Country Network
1122 North Irving Street
Arlington, Virginia
JAckson 5-5067

WANTED TO BUY—(Cont'd)

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

MISCELLANEOUS

NEW YORK TOWN HOUSE AVAILABLE

Cool, elegantly furnished ten room house with garden, for summer sublet. Unusually charming Manhattan brownstone, air-conditioning, spacious, high ceilinged rooms. Two kitchens, two tv sets, Victorian fire places (interior has been photographed by national magazine). June 1st to October 1st. $500 monthly. Call Plaza 1-0900, Ext. 21, or write Kay Daly, 488 Madison Avenue, New York 22, N. Y.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisment in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

FOR THE RECORD

(Continues from page 110)

control to **John R. Woodroofe** and **Dorothy W. Woodroofe. Paul A. Schumacher** and **Erma H. Schumacher,** equal partners with Woodroofes, are dropping out of corporation. Filed May 29.

Hearing Cases . . .

FINAL DECISION

San Antonio, Tex.—FCC granted Mission Telecasting Corp. cp for new tv to operate on ch. 12 in San Antonio and denied competing application of The Walmac Co. By separate orders, it also (1) denied petition by Walmac to reopen record, and (2) made editorial changes in oral argument transcript. Action May 23.

INITIAL DECISION

KFMB San Diego, Calif.—Hearing Examiner Elizabeth C. Smith issued Initial Decision looking toward grant of application of Wrather-Alvarez Bcstg. Inc. for cp to change operation of KFMB from DA-2 to DA-N. Action May 24.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC denied petition by Air Transport Assn. to review denial by hearing examiner of motion by that association to make aerial flight over site of tv tower proposed by WSLA (TV) in proceeding involving its application for mod. of cp. Action May 24.

South Georgia Bcstg. Co.; WBHB Fitzgerald, Ga.—FCC designated for consolidated hearing competing applications. (South Georgia for new am to be operated on 1380 kc, 5 kw D, and WBHB to change to same facilities from 1240 kc, 250 w unl.) Action May 23.

Hearings—FCC designated for consolidated hearing following am applications: Middlesex Bcstg. Corp. to increase power of **WTAO Cambridge, Mass.,** from 250 w to 1 kw on 740 kc, D; Princess Anne Bcstg. Corp. for new station on 740 kc, 1 kw D, in Virginia Beach Va.; Huntington-Montauk Bcstg. Co. to change location of **WGSM Huntington, Long Island** to Deer Park, Long Island, and operate on its present frequency of 740 kc, 1 kw D; Winslow Turner Porter for new station on 730 kc, 500 w D, in Bath, Me., and Television & Radio Bcstg. Corp. for new station on 730 kc, 250 w D, in Hyannis, Mass.; made **WHEB Portsmouth, N. H., WNBL Moorehead City, N. C.,** and **WVCH Chester, Pa.,** parties to proceeding; in event of favorable action to either Princess Anne or WTAO, application will be returned to pending file until ratification and entry into force of new NARBA. Actions May 29.

Citizens Bcstg. Co., Terre Haute, Ind.; Salem Bcstg. Co., Salem, Ill.—FCC designated for consolidated hearing mutually exclusive applications for new am stations to be operated on 1350 kc, 500 w D; made **KCHR Charleston, Mo.,** party to proceeding. Action May 29.

Booth Radio & Tv Stations Inc.; Knorr Bcstg. Corp., Lansing, Mich.—FCC designated for consolidated hearing competing applications for new am to be operated on 730 kc, 500 w D; made **WGN Chicago, Ill.,** party to proceeding. Action May 23.

WHVR Hanover, Pa.—Designated for hearing application to increase D power from 1 kw to 5 kw and install DA-2, continuing operation on 1280 kc, 500 w N; made **WSUX Seaforth, Del.,** party to proceeding. Action May 23.

Bill Mathis; Key City Broadcasters, Abilene, Tex.—FCC designated for consolidated hearing applications for new am to be operated on 1280 kc, 500 w D; made **KTRN Wichita Falls,** party to proceeding. Action May 29.

KRGV-TV Weslaco, Tex.—By Memo Opinion and Order, FCC dismissed protest and petition filed by H. C. Cockburn directed against FCC action of April 4 in granting consent to relinquishment of positive control of KRGV-TV

DISC JOCKEY'S ANNOUNCERS

We'll roll out the red carpet IF ! !

Yes *if* you have ability. We want the fellow who reads a better commercial, who runs a better show. Opportunity unlimited with Erie Pennsylvania's No. 1 Station, top-rated for years. Slick independent format, exciting mobile unit news & plenty of action. SALARY IS TOPS AND THERE'S PROFIT SHARING TOO!

Let us hear YOU!! Extra Special opening for jockey with teen-age appeal. Rush tape direct to—

Myron Jones, President
The JET Broadcasting Co.
Erie, Pennsylvania

WJET
in
Pennsylvania's
3rd City

through sale of 50% of stock to the LBJ Co. Granted May 29.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941.

Change List #102 — April 30, 1956

1320 Kc

Burlington, Ont.—(New), 500 w D. Class III. Delete assignment.

Routine Roundup . . .

May 24 Decisions

Broadcast Actions
By the Commission
Renewal of Licenses

Following were granted renewal of licenses on regular basis: **WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM-AM-FM Chicago, Ill.; WBEV Beaver Dam, Wis.; WCFL Chicago, Ill.; WEAU-AM-FM Eau Claire, Wis.; WEDC Chicago, Ill.; WEMP-AM-FM Milwaukee, Wis.; WGES Chicago, Ill.; WGEZ Beloit, Wis.; WHFC Cicero, Ill.; WHVF Wausau, Wis.; WIND Chicago; WKRS Waukegan, Ill.; WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis.; WPEO Peoria, Ill.; KWAD Wadena, Minn.; KBIX Muskogee, Okla.; KBYE Oklahoma City, Okla.; KGFF Shawnee, Okla.; KIUL Garden City, Kan.; KOIL Omaha, Neb.; KSID Sidney, Neb.; KUSH Cushing, Neb.; KWBW Hutchinson, Kan.; KWOE Clinton, Okla.; WTVX Muskogee, Okla.; WFPL Louisville, Ky.; KXGN Glendive, Mont.; KDHL Fairibault, Minn.; KLIZ Brainerd, Minn.; KCUE Red Wing, Minn.; WCAP Helena, Mont.**

May 25 Decisions

ACTIONS ON MOTIONS
By the Commission

WHAS Louisville, Ky.—FCC, on petition by WHAS Inc., and Deep South Bcstg. Co., extended from May 31 to July 2 time for filing comments in proposal to amend Parts 1 and 17 to locate tall radio towers on "antenna farms," with rebuttal comments to be filed within 20 days thereafter. Action May 24.

By Commissioner Robert T. Bartley

KWBU Corpus Christi, Tex.—Granted petition by KWBU for extension of time to May 28 to file response to comments by Broadcast Bureau regarding KWBU's petition to clarify and mod. issues in proceeding on applications of **KOB Albuquerque, N. M.**, for mod. of cp, license to cover cp and authority to determine operating power by direct measurement. Action May 22.

Sterling, Ill.—Granted petition by Blackhawk Bcstg. Co., Sterling, for extension of time to June 4 to file exceptions and request for oral argument in am proceeding. Action May 22.

By Chief Hearing Examiner James D. Cunningham

Fresno, Calif.—Granted petition by **KBIS Bakersfield, Calif.**, for leave to intervene in am proceeding re B. L. Golden, Fresno; only to question of whether KBIS will suffer objectionable interference from operation proposed by Golden. Action May 22.

WDUX Waupaca, Wis.—On joint oral request of all parties, continued hearing from May 28 to July 16 re application for mod. of cp of WDUX. Action May 22.

By Hearing Examiner Herbert Sharfman

Tijuana, Mexico—Granted motion by Wrather-Alvarez Bcstg. Inc. to correct transcript re applications of American Bcstg.-Paramount Theatres Inc. to transmit programs to station XETV Tijuana. Action May 22.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—On own motion, with consent of parties, continued hearing conference from May 25 to June 8 re proceeding on applications of WKNB-TV for mod. of cp and transfer of control to NBC. Action May 24.

May 25 Applications

Modification of Cp
Accepted for Filing

KEOR Enterprise, Ore.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WATR-TV Waterbury, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KSYD-TV Wichita Falls, Tex.—Seeks mod. of cp which authorized new tv) for extension of completion date to Nov. 19.

License to Cover Cp

WEMB Erwin, Tenn.—Seeks license to cover cp which authorized new am.

WNVA Norton, Va.—Seeks license to cover cp which authorized change in frequency, increase in power and change in ant.-trans. location.

Renewal of Licenses

KRUM Ballinger, Tex.; KMIL Cameron, Tex.; KUNO Corpus Christi, Tex.; KRIS Corpus Christi, Tex.; KDDD Dumas, Tex.; KURV Edinburg, Tex.; KSET El Paso, Tex.; KCTI Gonzales, Tex.; KGRI Henderson, Tex.; KXYZ Houston, Tex.; KSEL Lubbock, Tex.; KCRS Midland, Tex.; KRWS Post, Tex.; KMAC San Antonio, Tex.; KSNY Synder, Tex.; KTLW Texas City, Tex.

May 29 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of May 25

WPVL Painsville, Ohio—Granted license for am station.

Actions of May 23

WNEG Toccoa, Ga.—Granted license for am station.

WARU Peru, Ind.—Granted license covering an increase in power.

WCAT Orange, Mass.—Granted license for am station and specify studio location at Brookside Rd., Orange.

KTCS Fort Smith, Ark.—Granted license for am station.

WEAV Plattsburg, N. Y.—Granted extension of completion date to 10-19-56.

Actions of May 22

WBAP-FM Fort Worth, Tex.—Granted license covering changes in licensed fm station.

WCBI-TV Columbus, Miss.—Granted extension of completion date to 12-12-56.

KGDM Stockton, Calif.—Granted authority to operate trans. by remote control.

WCHK Canton, Ga.—Granted extension of completion date to 10-1-56.

Actions of May 21

WLAC-TV Old Hickory, Tenn.—Granted license for tv station.

WBLR Batesburg, S. C.—Granted authority to operate trans. by remote control.

WMOD Moundsville, W. Va.—Granted authority to operate trans. by remote control.

May 29 Decisions

Broadcast Actions
By the Commission
Renewal of Licenses

Following stations were granted renewal of licenses on regular basis: **KROX Crookston, Minn.; KPIG Cedar Rapids, Iowa; KSWI Council Bluffs, Iowa; KCBC Des Moines, Iowa; KCKN Kansas City, Kan.; KCLC Leavenworth, Kan.; KFOR Lincoln, Neb.; KIND Independence, Kan.; KLCO Poteau, Okla.; KVSO Ardmore, Okla.; KWBB Wichita, Kan.; WNUR Evanston, Ill.; KOTV Tulsa, Okla.; WIBW Topeka, Kan.; KAWL York, Neb.; KTOP Topeka, Kan.; KTOW Oklahoma, City, Okla.**

May 29 Applications

Accepted for Filing
License to Cover Cp

WNES Central City, Ky.—Seeks license to cover cp which authorized new am tower and side mount proposed fm ant. Filed May 29.

KANE New Iberia, La.—Seeks license to cover cp which authorized change in ant.-trans. location.

WFOB Fostoria, Ohio—Seeks license to cover cp which authorized making changes in DA-D. Filed May 29.

WBLR Batesburg, S. C.—Seeks license to cover cp which authorized new am.

KBUS Mexia, Tex.—Seeks license to cover cp which authorized new am.

WBNS-TV Columbus, Ohio—Seeks license to cover cp which authorized changes in facilities of existing tv and correction of geographical coordinates.

WLRK DeKalb, Ill.—Seeks license to cover cp which authorized change in ant.-trans. location and to delete remote control operation.

KLOS Albuquerque, N. M.—Seeks license to cover cp which authorized new am.

WCDL Carbondale, Pa.—Seeks license to cover cp which authorized change in frequency, increase power, and change hours of operation.

WKCR-FM New York, N. Y.—Seeks license to cover cp which authorized new educational fm.

WFAM-TV Lafayette, Ind.—Seeks license to cover cp which authorized new tv.

Modification of Cp

WKNY-TV Poughkeepsie, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 24.

Renewal of Licenses

KTSM El Paso, Tex.; KPAT Pampa, Tex.; KJET Beaumont, Tex.; KTRM Beaumont, Tex.; KBST Big Spring, Tex.; KWHI Brenham, Tex.; KEYS Corpus Christi, Tex.; KDSX Denison-Sherman, Tex.; KROD El Paso, Tex.; KLUF Galveston, Tex.; KTRH Houston, Tex.; KENN Kenedy-Karnes City, Tex.; KINE Kingsville, Tex.; KLVT Levelland, Tex.; KDUB Lubbock, Tex.; KDAV Lubbock, Tex.; KTRE Lufkin, Tex.; KMLW Marlin, Tex.; KPDN Pampa, Tex.; KOLE Port Arthur, Tex.; KOSA Odessa, Tex.; KCOR San Antonio, Tex.; KITE San Antonio, Tex.; KXOX Sweetwater, Tex.; KVOU Uvalde, Tex.; KNAL Victoria, Tex.; KVIC Victoria, Tex.; WACO Waco, Tex.; KWTX Waco, Tex.; KSYD Wichita Falls, Tex.; KREL-FM Baytown, Tex.; KRIC-FM Beaumont, Tex.; WRR-FM Dallas, Tex.; KRLD-FM Dallas, Tex.; KTRH-FM Houston, Tex.; KONO-FM San Antonio, Tex.; KISS (FM) San Antonio, Tex.

Renewal of License Returned

KXOL Fort Worth, Tex.

Remote Control

KAKE Wichita, Kan.; WKCR-FM New York.

UPCOMING

JUNE

June 4: Idaho Broadcasters Assn., Saratoga Hotel, Caldwell.

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 7-8: Visual Communications Conference, Waldorf-Astoria Hotel, New York.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14: Colorado Broadcasters—Telecasters Assn., Stanley Hotel, Estes Park.

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Monopolists, Do-Gooders or Neither?

DEPENDING upon which side one listened to, it has been possible lately to learn that television networks are (1) vicious monopolies seeking to subjugate television to their own commercial gain and (2) benevolent charities whose only wish is to spend their last cent in elevating the culture of America.

Television networks are neither, but you would never find that out from reading the more intensely partisan among the exchanges of the past fortnight. The argument over the position of the networks in the contemporary television world is showing signs of degenerating into name-calling.

That is too bad, for there is evident need of lucid discussion.

There can be no doubt that broadcasting networks today are facing the most severe attacks since those which led to the FCC adoption and the Supreme Court affirmation of the Chain Broadcasting Rules in the early 40s. The networks are being shot at from many sides: from an articulate spokesman for an independent television station, from film distributors, from Congress, from the FCC, and, most disturbingly of all, from the Dept. of Justice, which has had agents on the prowl in search of possible antitrust violations. Under such circumstances, it is pertinent to inquire what all the shooting is about and whether it is directed at a proper target.

The answer to this question is necessarily complex and cannot be reached without extensive study by appropriate agencies. We do not think the answer will be obtained from the issuance of news releases.

If the networks are operating in violation of the antitrust laws, that is a matter for the courts to decide.

If the networks are so dominating television as to require a revision of FCC rules, that is a matter for the FCC to decide.

If the networks have grown too big for the FCC to handle, that is a matter for the Congress to decide.

But none of these decisions can or should be reached without the most earnest and objective investigation.

And none should be reached without a thorough study of the great contributions which networks have made to the development of television and to its continuing expansion as a prime vehicle of advertising, entertainment and information.

We would also hope that no investigation would ignore the principal factor now inhibiting television competition: the scarcity of competitively comparable facilities. This is a temporary factor which, there is at least faint reason to hope, will be corrected by FCC action. If there is network dominance of the television market today, it exists because of limited station assignments in key cities. An expansion of station accommodations would radically change the competitive patterns in tv.

Broadcasting's Crying Need

BROADCASTING'S most urgent need today is a national public relations project. It is for a project that affirmatively will extol radio and television and the people behind them.

After a generation of radio and a decade of television, broadcasters still find themselves on the defensive. They are sitting ducks for the reformers, the politicians and the competitive forces that begrudge broadcasters their share of the advertising dollar.

Broadcasters have never learned to use their own media to sell themselves, except on special occasions like National Radio Week and the upcoming National Television Week. But that's only part of the front on which broadcasters fail to function.

When a do-gooder or a senator upbraids broadcasting for so-called overcommercializing, or for some other purported deviation, newspapers play the story to the hilt. The chain reaction begins. Members of Congress pick it up. It permeates the state legislatures. School boards, parent-teacher associations and the Gushing Gulch Bible Class let go.

Then comes the defense. A "spokesman" issues a statement in defense of radio or television. If the reply gets into the public prints it is usually because some telegraph editor slipped. It rarely gets on the air. Thus, the effort to defend, coming after the attack, seldom overtakes the innuendoes or the half-truths of the allegation. That, in the parlance of public relations, is a "bad press."

A few days ago [B•T, May 28] the Assn. of Better Business Bureaus released figures showing that in 1955 both radio and television were far behind newspapers in the number of advertisements requiring contact with advertisers or referrals to authorities. Of 19,618 consumer complaints warranting follow through, 17,829 appeared in newspapers. Only 474 were on radio and 356 on tv.

Did you read this in the newspapers? Did you hear it on the air?

We wonder how many broadcasters realized that their own hands were so much cleaner than those of newspaper competitors? (This is not to condone any bait-switch on the air, for even a single instance is one too many.)

Admitting the crying need for a public relations program, the question arises as to how it best can be undertaken.

The job cannot be done defensively, parrying each attack as it occurs. The whole assignment cannot be handled from Washington, although it could be directed from that headquarters city. The programming and talent centers are in New York and Hollywood. The public is interested in news from these points. That's why most columnists and the writers headquarter in those cities.

Broadcasters ought to have the best available public relations counsel. They should be independent contractors experienced in the methods of New York and Hollywood, as well as Washington, and should function under the aegis of NARTB. The NARTB board meets in Washington June 21-22. It should proclaim that every week should be National Radio *and* Television Week. It should activate plans for an overall day-in-day-out public relations program. There is no more urgent topic on its agenda.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"We wonder where the yellow went!"

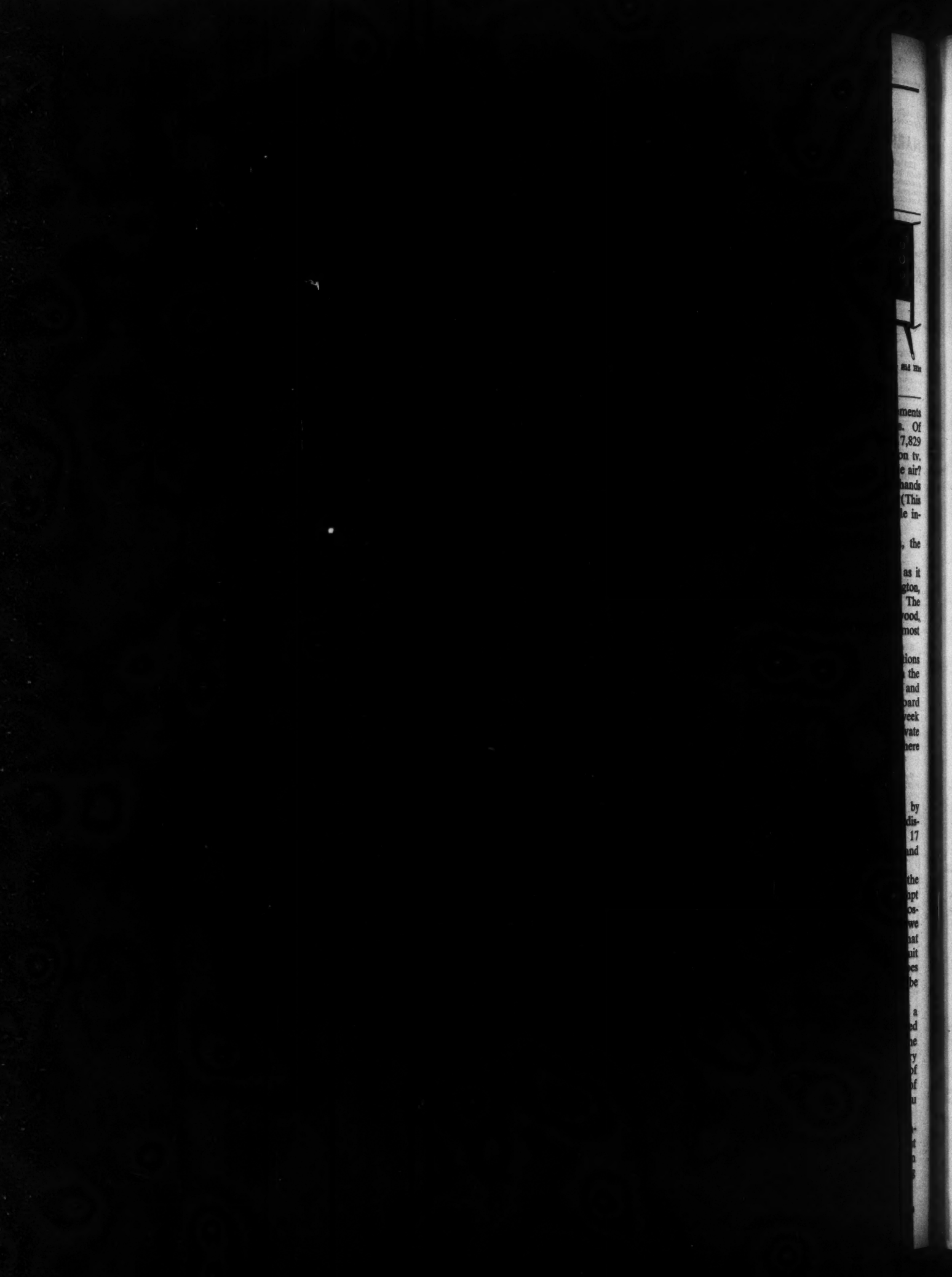
The Blue Book Fades

AN ACTION of great significance was taken the other day by the FCC, and was handled as routine. The Commission dismissed, without comment or fanfare, renewal citations against 17 stations in Wisconsin and Illinois alleging program "imbalance" and purported overcommercialization.

The action is important because these citations were seen as the harbinger of another "Blue Book" wherein the FCC might attempt again to use the back door of license renewal as a means of imposing censorship. When the 17 stations were cited late last year, we warned of the implications in these columns. Later, we urged that the entire renewal procedure be reviewed; that the FCC should quit counting spot announcments and that its definitions of what does or does not constitute public service programming should be rescinded or at least revised.

At the NARTB convention in Chicago in April, the FCC, in a panel discussion, agreed that its renewal forms should be amended to make them less onerous and more realistic. Thereafter, the Committee on Radio & Television Broadcasting of the Advisory Council on Federal Reports, in conjunction with the Bureau of the Budget, got together. Last week, Chairman McConnaughey of the FCC named a staff committee to work with the Budget Bureau and Government-Industry Committee on renewal modifications.

The FCC action, expunging from the records the renewal citations against the 17 stations which had been on the hook, is a most encouraging sign. It seems to substantiate the FCC's good faith in seeking a swift solution of the renewal problem and avoiding the dangerous course that led to the Blue Book a decade ago.



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